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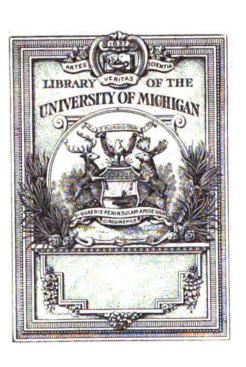
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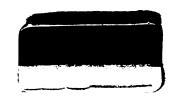
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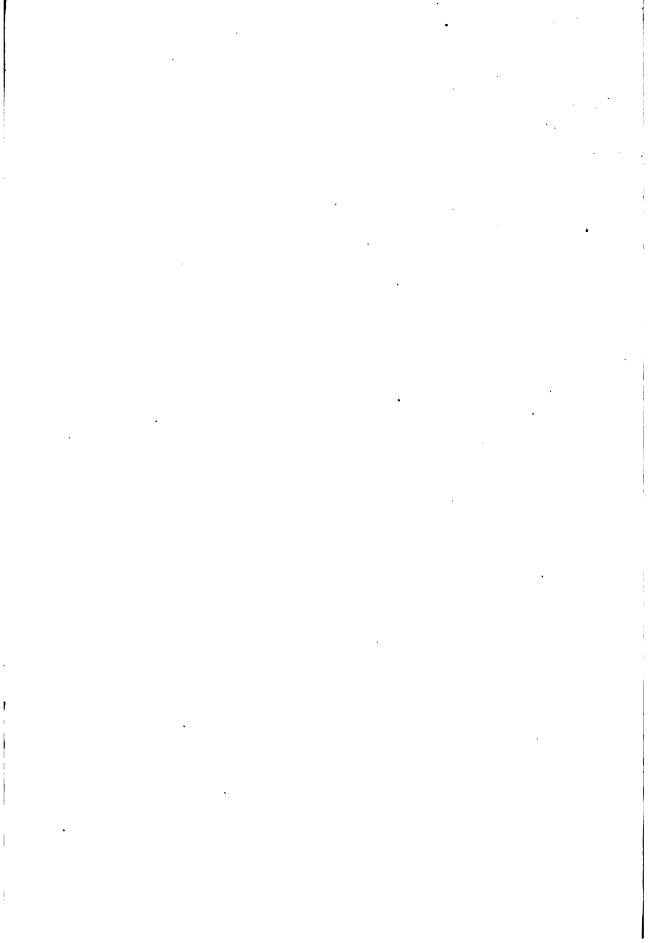
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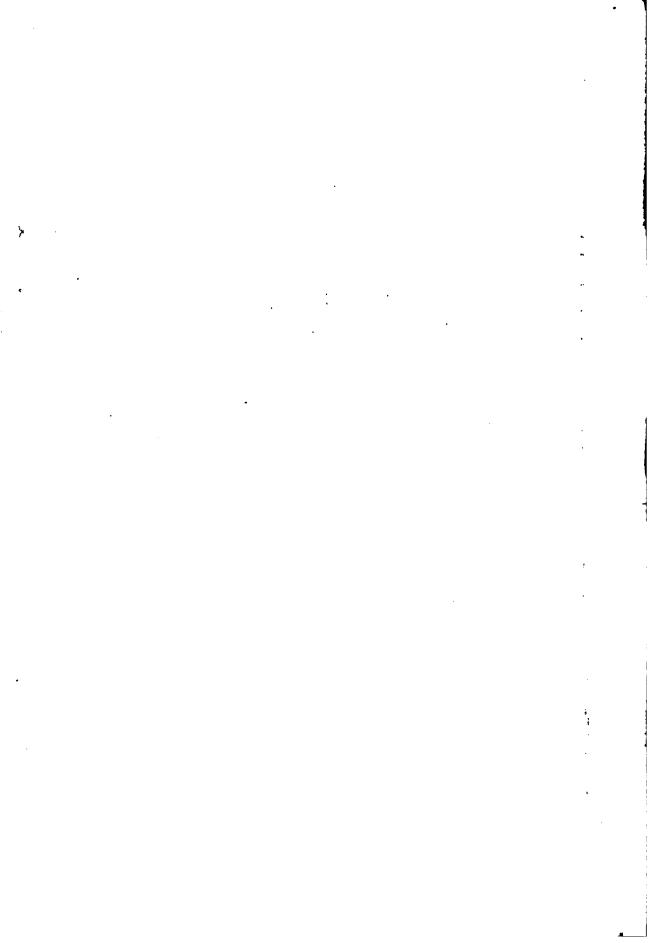






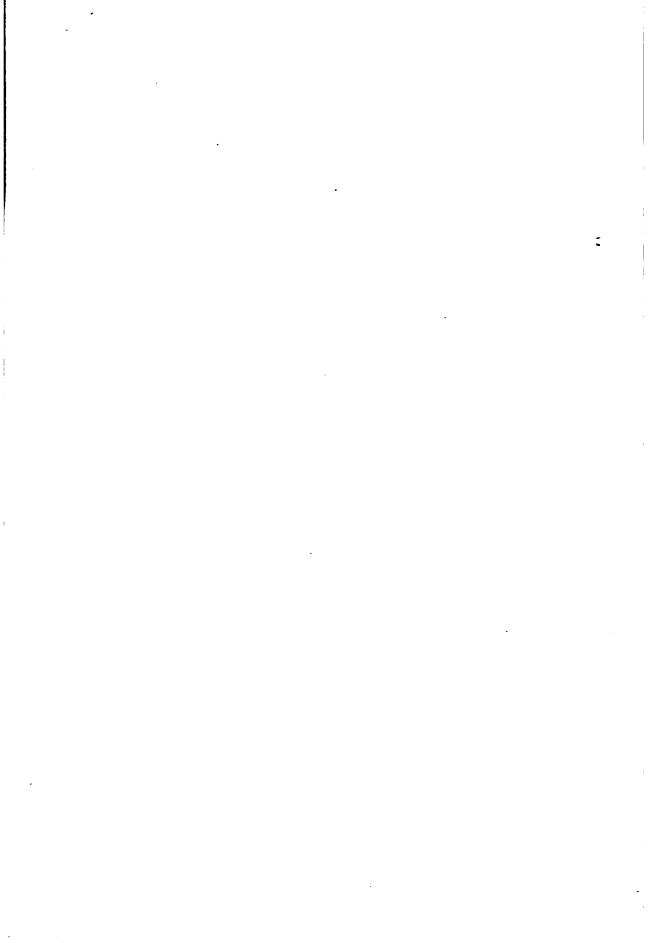
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This illustration is a reproduction from a painting by Alfonse Marie Mucha, the famous Bohemian painter, and was used by Marshall Field & Company of Chicago as one of the formal announcements of the opening of their completed retail store. It was the first work contributed to advertising by this well-known artist, and is said to have brought the largest price ever paid for a commercial drawing.



LIBRARY

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ADVERTISING

FUNDAMENTAL PRINCIPLES ADVERTISING MEDIUMS

COMPLED AND EDITED BY

A. P. JOHNSON

ADVERTISING MANAGER
THE CHICAGO RECORD-HERALD

CREE PUBLISHING COMPANY
CHICAGO

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Dedicated to
CHARLES II. HAMBLIN

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INTRODUCTION

As far back as extends the authentic history of man, and in all stages of human development, advertising has been the keynote of industrial, civic and social progress.

The scientific and studied advertising systems of today are the offspring of the crude and unlettered methods of centuries ago, when the herald with his trumpet and the town crier with his bell were the principal advertising mediums in use. Then it was a matter of lung power, and the crier or the trumpeter who could make the most noise and reach the largest number of auditors received the greatest compensation and retained his position the greatest length of time. In this respect, there has been little if any change. The advertiser or advertising man who fails to keep apace with the constant progress of present-day advertising has outlived his business usefulness.

Many theories have been advanced as to what has caused the tremendous growth of advertising, especially in recent years. It is asserted by some that advertising has merely been carried forward as an accessory of modern progress in all lines of trade and industry. Such a claim cannot be substantiated by facts for the reason that year in and year out for the last half century the proportionate expenditure of money for advertising purposes has by far exceeded that of any other branch of business development.

It is the contention of others that modern invention, improved facilities of transportation, the telegraph and telephone have helped to raise advertising to its present importance in the business world.

True, everything that has benefited modern civilization has been of equal benefit to advertising, but underlying all natural and subsidiary encouragement that advertising has received, and is receiving, has been the public confidence in its economic value.

While there still remain a misguided few who insist that advertising is all "lung power," with no sound basis or economic foundation, the public at large, the buyer and consumer of everything, from daily necessities to the most costly luxuries, turn to modern advertising for their many and varied needs.

Advertising is not the result of progress. It has made progress. Advertising is not the result of modern invention, because it has been the channel through which all improvement, betterment and achievement have been fostered and popularized. It occupies today a position equal in importance to that of any factor in modern civilization, and a comprehensive knowledge of its use and abuse is as necessary to one engaged in the business affairs of life as is the rudimentary education required by the community.

So great is the scope of advertising and so numerous are its demands and benefits that it would be impossible in any number of books to solve the many and perplexing problems that arise in the buying, selling and distribution of advertising. No phase of modern business requires so keen and individual an analysis as does the subject of advertising. In nearly every other line of business a mistake can be rectified before there is a total loss. An advertising loss is a dead loss. If an advertising investment does not bring results there is no salvage. It must be charged up to experience.

The object of this work is to lead the mind of the advertiser along such channels as will aid him in the dis-

tribution of his advertising, subject to the conditions surrounding his business. It is no one man's opinion, but the experience of those who are recognized leaders in their respective lines of advertising endeavor. There may be found in this work statements which to the casual reader will appear conflicting. as for instance, where certain methods have been successful in the experience of one writer and failed to bring the desired results in that of another. This must not be construed as reflecting upon the judgment of either, for the reason that no two advertising campaigns, whether large or small, have ever been operated under identically the same conditions.

Conscientious effort has been made to eliminate ponderous and involved technicalities and such superfluous information as would only be burdensome to one who seeks a comprehensive foundation on which to base his advertising expenditures.

The Editor is grateful to many of his friends and associates in various advertising pursuits who have so kindly contributed their experience to this work, knowing as they do that its greatest reward is in what it can accomplish to foster and develop good advertising.

THE EDITOR

ILLUSTRATIONS

The illustrations and sample advertisements used in this work have been furnished through the courtesy of advertisers, advertising agents and publications. Conscientious effort has been made to give due credit to the originators. In a number of articles the illustrations have no direct bearing on the text except in a general way and in such where it has been necessary to illustrate a statement or an idea.

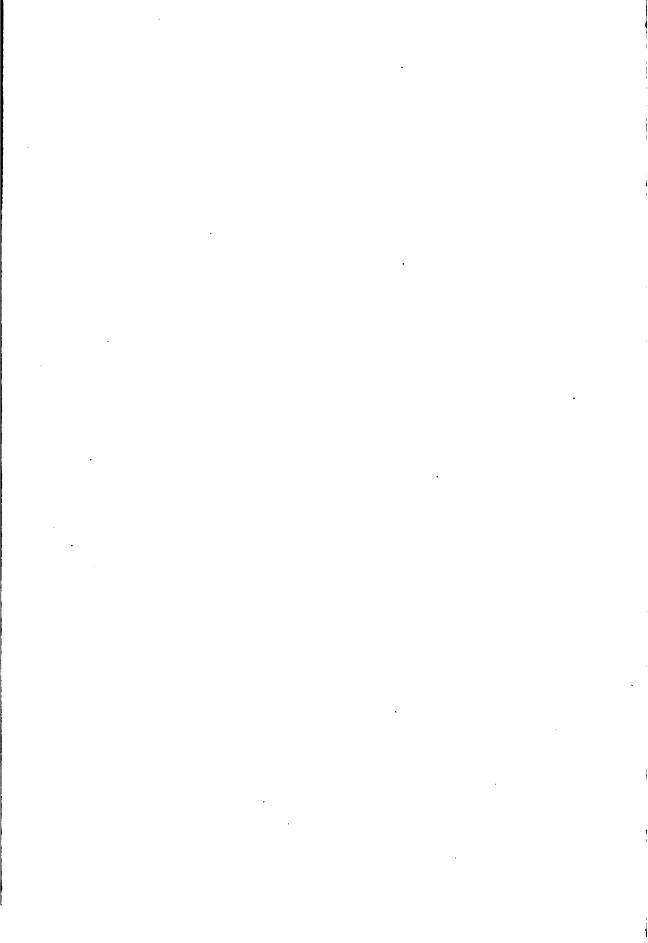
The illustrations and sample advertisements used have been chosen from the standpoint of the results they have produced rather than from appearance, psychological construction or artistic effect. The editor has endeavored to trace, insofar as has been possible, the results of every advertisement used in this work. In general publicity campaigns, appearing in newspapers, magazines, street cars, outdoor advertising and novelties, where it is impossible to check the results of any single advertisement, only such illustrations have been used as have formed a part of successful campaigns.

As will be observed throughout the work, a large number of advertisements used as illustrations have necessarily been reduced from their original size in order to be shown as samples. It must be remembered that such reduction has a tendency to undermine the artistic effect produced in the original. Reproductions of half-tones necessarily result in the crossing of screens, which, in turn, has a tendency to becloud the finer details. This should not be charged to the originals, however, which may have been perfect drawings.

The Editor takes this opportunity of thanking the illustrators and engravers who have assisted in bringing about the best results under the circumstances.

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PART I

THE REQUIREMENTS, PURPOSE AND POWER OF GOOD ADVERTISING

BY SETH BROWN

There is little profit in the study of advertising history. It has always existed in some form.

Every person who desires to furnish others with goods or service must advertise.

The farmer who has a surplus of seed wheat must acquaint his neighbors with the fact or he will never sell the grain. He must advertise.

Let us assume that the farmer is in the business of selling wheat and that his supply is too large to be used by his immediate neighbors. He must tell others outside of his vicinity about his seed wheat. If he has the time he can make a trip through the country, but it is much more economical to send a letter, a form of advertising.

[Editor's Note.—The illustrations used throughout Mr. Brown's article are mainly for the purpose of associating the reader's mind with ideas in advertising. A careful study of these sample advertisements will give the reader a line of study in the range of advertising, as these illustrations are chosen with a view of familiarizing the student of advertising with various successful advertising campaigns and the particular points which have made these campaigns profitable.]



1. The value of the advertisement on the opposite page lies in its powerful suggestion. Everybody loves baked ham, and if they will bake the kind of ham shown and described in the advertisement, they will get the best kind of baked ham. The display is large and there is enough argument to set people thinking.

The ad also gives information as to where Swift's Premium Ham may be obtained, that it is government inspected and passed, which means a great deal to the public, and emphasizes the appearance of the package and the animate trademark of Swift & Company, Swift's Little Cook, which is used in all their advertising. Prepared and placed by J. Walter Thompson Co., Chicago.

In the evolution of a seed house it becomes necessary to tell hundreds and thousands about the seeds, and the business story of necessity must be multiplied in order to attract the possible customer.

Multiplication requires printing—advertising.

Thus we see that from the simple transaction of the farmer desiring to dispose of his surplus seed wheat up to the immense requirements of a seed house, the principle of advertising is the same, but its application is of necessity entirely different.

It would be well for those who approach the subject of advertising in a serious manner to work out in their own minds the mental steps of a simple, ordinary selling transaction. By so doing they will cover the ground necessary, which only requires a multiplication in order to include the vastness of advertising.

Every business is susceptible of three divisions—the producing, the selling, and the filling of orders.

In the present stage of our business development it requires more brains to sell goods than it does to make them.

There was a time when this was not true, when people had little opportunity to make careful selection as between different kinds of articles. In the earlier stages a shoe was a shoe. It was made with but little consideration of appearance, and its comfort was not a matter of prime importance. Its principal goodness depended upon its lasting qualities. At this stage a shoe was a shoe and there was little that could be said about it.



Comfort is the keynote of this magazine advertisement. It is well to feature strongly that part of your advertised article intended as its principal selling argument. Prepared and placed by Otto J. Koch Advertising Co., Milwaukee, Wis.

Gradually, as people became more exacting in their requirements, demanding that a shoe should conform to the outlines of the foot and have an appearance of neatness, there was introduced into the shoe business the element of selection, and at this point scientific advertising became necessary.

The selling was a matter of style and quality, and this style and quality demanded an explanation—an explanatory advertisement.

The same rules hold true throughout the entire world of merchandise. As soon as some one produces an article of superior quality it becomes necessary to acquaint the public with this superiority. Showing a sample is a positive method, but it is generally too expensive, and widespread advertising becomes necessary in order to economize in the matter of making sales.

This leads naturally to another vital point in advertising, the economy in its use.

A proper estimate of the possibilities and value of advertising is an absolute requirement in order that the advertiser may work in harmony with the laws of merchandising.

Advertising is an expression of a thought, and therefore it is just as necessary that the advertiser must hold the proper thought toward the work he is doing as it is that the public shall correctly understand its purpose.

There are times in the early experience of a business when the advertising must bear an unjust burden of cost.

That is, the percentage of advertising expense is entirely out of proportion to the amount of the sales.

The greatest test of a locomotive is that of starting the train—getting under way. After the train is started it requires about one-half the power to keep it moving, and the extra power is therefore devoted to the development of greater speed.

Possibly there is no other object lesson which so clearly indicates the power, the requirements of advertising, as does the train of cars.

After getting the train under headway it can be kept moving at a slow speed with a comparatively small amount of power, and that is exactly what a great many business concerns are doing every day.

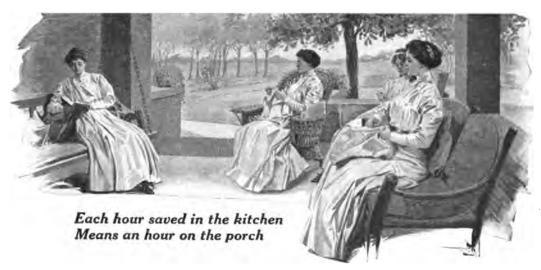
They have their business started and so long as it is moving seem to be satisfied.

The following suggestions are addressed to those merchants and manufacturers who desire to take advantage of their full opportunities, to make the most of all of the possibilities which their capital and business afford.

Consideration of the Business

Before going into the details of advertising a consideration of the business itself is absolutely necessary.

Every business is the result of thought. This thought may not emanate from one person. It may be a composite thought, the combined mental activity of many. The main thing in this connection to understand is that in



We Propose This to You, Mrs. Housewife

Let us bake the beans for a month of hot weather, then decide for yourself about going back to home baking.

We have an army of excellent cooks here, and they have the best of facilities. Millions of folks consider their beans the best that were ever baked.

Let them soak the beans, boil them and bake them, and send them to you ready to serve. They'll be just as fresh—just as savory—as though they came direct from the oven.

You can keep a dozen meals on the pantry shelf, ready to serve in a minute. Think what that means in August.

These cooks of ours use only Michigan beans. And they pick out by hand just the whitest and plumpest—the finest beans grown.

They bake in steam ovens, heated to 245 degrees. They bake in small parcels so the full heat goes through. Home-baked beans were never half so digestible.

Yet the skins are not broken, the beans are not crisped. The beans come out nut-like, mealy and whole, because we don't use dry heat.

And the tomato sauce is baked into the beans, giving a delicious zest.

Telephone your grocer for a month's supply. These are the days of all days to have meals ready-cooked.

When summer is over, let your folks decide about going back to the old kind. They will never vote to change.

The National Dish



The National Dish

Don't get the wrong brand, for there are no other beans like Van Camp's. We pay for our dry beans four times what some beans cost. We make our tomato sauce from whole, vine-ripened tomatoes. It costs five times what some sauce

sells for. That makes a world of difference. This premier food, which is 84 per cent nutriment, should be served in the best way known. It is a very cheap food—an ideal food. Let your folks have the kind they prefer.

Three sizes: 10, 15 and 20 cents per can.

(79)

Van Camp Packing Company Established Indianapolis, Ind.

One of a series of advertisements in one of the most successful food advertising campaigns ever conducted. Many strong arguments are brought out in this advertisement. Analyze it carefully and note the points brought out. Prepared and placed by Lord & Thomas, Chicago.

order for a business to be successful it must not only possess the right kind of mental activity, but that that activity must be harmonious.

That this is a fact requiring no explanation is simple of proof because the absence of harmony is usually the destruction of any business enterprise. It is the house divided against itself that always fails.

And now that we have established the fact that there is a certain mentality, either individual or composite, behind every business, it becomes necessary to make a careful analysis of the thought or idea back of the business.

To explain: Many good, substantial concerns have gone on for years without the advantage of what is popularly known as advertising. Their business was done entirely through salesmen and by samples. They were successful and satisfied.

But we will imagine that the manager of such a concern has been somewhat worried about this question of advertising. He has observed his competitors making steady advance by the use of different forms of publicity and after a time concludes to add advertising to his regular selling plan. We will say that he employs an advertising man, and for the purpose of elucidation we will assume that this advertising man has never fully understood the importance of the mental element in business.

He commences to send out literature which is unlike the concern. It does not express the thought which has made that concern successful, and any business which such advertising develops is quite likely to prove unsatisfactory because it is secured upon a wrong basis.

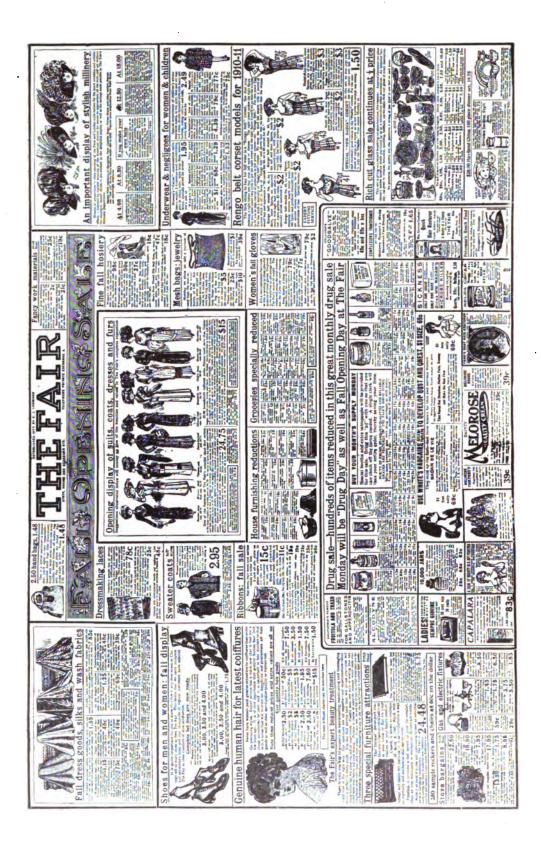
The correct method in such an instance would be to have the new advertising man make a most careful analysis and study of the forces which have developed the present business, because there must have been a certain degree of goodness in order that any success might be attained.

He therefore should take into account the plans, methods and purpose of the business.

It is not sufficient simply to explain the goods, because in these days of keen competition business is frequently lost or won largely on the basis of service, the sort of indefinite plus element which enters into the business equation and is quite as desirable and sought after as the goods themselves.

Of course the advertising manager does not spend his time and knowledge in explaining the details of the management. In fact, he says nothing about them, but if he is wise he will adapt his mannerisms and methods to conform to the mentality of those who direct the business. Thereby he will conserve and amplify the strength of the organization by preserving the unities.

And now let us take a further forward step. We will assume that this concern is a wholesale house, that it has salesmen and that its advertising is intended to assist the salesman in his work. In this case the advertising itself is not intended to bring direct results, but its pur-



A typical American Department Store double-page newspaper advertisement, which means to the advertiser an investment of thousands of dollars, every line of which is calculated to bring direct returns. This advertisement is a market place for practically everything necessary for daily use. See article on Department Store Advertising.

pose is to make it more easy for the salesmen to close business.

And here again the personal equation is very strong, because the salesman is the capstone and the work must be done to some extent in harmony with his methods.

In some instances the advertising man is bigger than the sales manager, in which event he should be called advertising and sales manager, but generally the sales manager is equipped for his work. His technical knowledge of the goods and the trade are most frequently superior to that of the advertising man, in which case the advertising man will do well to make his work dovetail into the plans of the sales manager.

Necessity of Team Work

Every successful business which is more complex than the example of the farmer selling seed wheat demands that all of the constituent forces of the business harmonize—i. e., team work.

If the business is to go forward it must go as a unit. Bill, Tom and Jim are cog-wheels in the machine. They are mighty important and the business cannot get along without them, but whenever a cog-wheel or an individual in a business believes that he is the business or that the business could not get along without him, he thereby reduces his measure of value to the business.

And this is just as true of a business owned by a

single individual as it is in connection with a partnership or stock company.

It is well for the advertising man to get this point clearly into his consciousness because he thereby will bring to bear on possible customers the force of the organization rather than the influence of some individual in the organization.

Buyers like to deal with individuals. That is, after they have made up their minds to patronize a certain institution they prefer to direct their orders through a certain channel, and when this is done it proves conclusively that the business lacks that element of organization and completeness which is a necessity and requirement for best results.

The advertising man, or the member of the concern doing this work, will therefore serve best by laying aside his personality and undertaking to reflect in great measure and with clearness the thought and purpose which dominate the concern. Fortunately business goodness and success are becoming more and more synonymous, and therefore the necessity of selecting an advertising mouthpiece and business spokesman who is not only able to give expression to his thought but is also of sufficient breadth of character to comprehend and fairly to reflect the business in its highest and best light.

In other words, the advertising man must be as big as the business, at least in thought.

He must see the business as a composite whole. He must disassociate his own personality from his work in



Good Form

is one of the shining virtues of Studebaker electrics and they appeal necessarily to people of taste and culture. Good form is fully as desirable in one's vehicles as in one's clothes, for by the character of your possessions you are judged by your associates and the onlooking world.

Studebaker

Tel. Harrison 4785 - 378-388 Wabash Ave.

Excellent example of refined newspaper advertising. Note also the quality of the copy. Not much said, but it sets the reader thinking. Prepared and placed by Witt K. Cochrane, Chicago.

order that he may properly reflect the goodness of the institution served.

Because, in the final analysis, that business will succeed or fail, not by what the advertising man tells about it, but on the basis of what it really is.

Up to this point we have considered advertising largely from the viewpoint of the firm using it. The next step will make the inquiry more concrete, to center the attention on a single article or class of articles.

As before stated, it requires greater ability to advertise goods than it does to sell them. The accomplishment of manufacture is entirely within the limitations of mechanics.

To build an engine, the builder is dealing with iron, steel, copper, valves, pistons and other parts of the machine.

These parts are absolute and when once invented their multiplication goes on or forward indefinitely.

Of course great skill is required in drafting and planning, but this work is done entirely within the realm of materiality. It is a product requiring intelligence and skill, but still the master mechanic or inventor is dealing with known quantities.

And now we will assume that the engine is one of unusual value, that it possesses points of excellence of a superior quality.

But that engine in the factory is not a success even though every part is correctly adjusted and every bearing is in perfect working order. It is not a success as a business enterprise until its points of excellence are made known and acknowledged by a purchaser and right at this point the battle begins.

It matters little how good the engine may be, or what advantages it possesses over the ordinary type, the first line of contact is mental, and in order to make the example more clear, let us assume that we are trying to sell this engine to a manufacturer who is beset by salesmen from all directions offering to sell their engines which perform the same work.

Let us assume that our engine is superior, that it possesses good talking points, that it is susceptible of demonstration, and that in its favor there is economy and ease of operation. Still the man who starts out to sell that engine has a mighty task.

The blundering salesman will pay little attention to the prejudice of buyers. He will ride rough shod over the convictions of his possible customer, and frequently engage him in a heated argument which defeats the very purpose of his efforts, a sale.

The skillful salesman understands that he has prejudice to overcome. He takes into account the fact that it is frequently hard to secure confidence in a new thing. Of course the salesman is conscious of the superiority of his engine, but in order to transmit this consciousness to the buyer it requires a degree of ability, patience, candor, sagacity and business poise, which are absolutely necessary in order that a good engine may receive just appreciation.

In other words, there is no good in unknown good, and in order to bring the goodness to the consciousness of the buyer it is necessary to deal with the mental problem and the mechanical, whereas in the construction of the engine alone the mechanical part is the only part.

The good salesman therefore must supplement his knowledge of mechanics with his knowledge of men's minds, and in order to consummate the sale must make the two harmonize, overcome prejudice and establish confidence.

The Advertising Man

And now we will bring the advertising man into the arena of our consideration, who must comprehend the mechanical side of the engine. He must also understand the selling end of the business.

A man who must be able to explain in words and pictures the mechanical side, and by argument overcome the existing prejudice in the minds of buyers.

He must make a new market.

He does not of necessity have to be an engineer, but he must be able to talk engineers' talk intelligently. He must get his information from the man who made the engine. If he does not understand the engine he cannot write about it, and the sure test of his understanding is whether or not the reader can form a proper conception of the engine by reason of the explanation made. Details of construction, when clearly depicted, appeal to the housewife who has to use the range. The illustrations tell the story so completely that the type matter seems almost unnecessary. This copy appeared in the leading women's publications. Designed and placed by H. W. Kastor & Sons Advertising Co., Chicago, St. Louis and Kansas City.



And more than this, he must not only comprehend the engine to be sold, but he must be familiar with other engines of a similar type with which it comes into competition.

Still more, he must possess the ability of making his talk clear, easily understood. Very few people will study advertisements. At best they will only give them a hasty glance, and therefore the terms must be clear, distinct, positive, easily understood, and if they lack these elements the whole advertising effort is neutralized, a failure.

Gradually it may have come to the consciousness of the reader that the man who is to do the advertising for an institution is an important factor. This conclusion is correct.

It is not an easy task to select the advertising man. His functions are generally but imperfectly understood, and for this reason his work is quite frequently unsatisfactory, both to himself and to his employers.

Gradually there has grown up a kind of salesmanadvertising man who is often one of the strongest members of the selling organization.

He knows what the selling force is trying to accomplish and is able by his experience and knowledge of the business to dove-tail good advertising into the selling problem.

Economy in connection with the advertising man is a mistake. Quite frequently, however, he is employed

Solve the GiFt Problem For One and All







INSTEAD of a separate, short-lived trifle for each member of the family, give one real, permanent gift that everyone can enjoy—individually or in common. You can thus combine a worthy and practical acquisition to your home with an investment, paying steady dividends in hours profitably and pleasantly spent.

Such a family gift you can best make by purchasing the player with-

out peer- Krell Auto-Gran

With the exception of the Krell Auto-Grand all other player-pianos are very much alike and built on lines similar to our new S8-note low-priced Pian-Auto, mechanically the equal of any ordinary player-piano and in many respects, superior.

But if you want the finest player-piano that money

But if you want the finest player-piano that money and skill can produce, and a player-piano that outclasses any other made at any price, you must get the Krell Auto-Grand. The possibilities of the Auto-Grand are beyond comprehension. It must be seen to be appreciated. This is the only player that produces the full staccato touch of hand-playing, as our patented striking principle gives exactly the same stroke as when the plano is hand-played and consequently the same results.

This is the only 88-note player in which the pneumatic system is placed where it belongs—close to the bellows and below the keyboard.

Write for "How to Select a Player-Piano"

It tells more about the individual pneumatics below the keyboard, bellows at back, extra storage reservoir for air, human touch striking principle, and other features that make the Krell Auto-Grand the player without peer.

Learn how players differ and how you can enjoy a Krell Auto-Grand in your home on convenient terms.

Krell Auto-Grand Piano Company

Makers of the Celebrated Krell Pianos Dept. P, CONNERSVILLE, INDIANA

The heading and illustrations cleverly unite to tell the story in an attractive manner. Only a brief argument is required to impress the reader that the gift of a player-piano to the home would be a fine thing. The balance of the ad is devoted to exclusive points of merit of the advertised player-piano, and urging the reader to write for their booklet. Magazines. Mahin Advertising Co., Chicago.

because he is cheap, and in this manner he becomes one of the most expensive employes. The proportion of poorly constructed ads and the waste of printed matter is but a small part of his unnecessary expense.

The great and fundamental trouble lies in the fact that he is occupying a position which another man might fill with profit to the concern. In other words, the firm is losing an asset and thereby failing to get its proper share of business.

It is because an imperfect and impracticable advertising man reduces the chance for making profits that he is an extremely expensive member of the selling organization.

A great deal of stress has been laid on the advertising man's ability to use proper English. This is, of course, an important feature, but its importance is quite frequently overestimated. Words are simply the vehicles of thought and some men use certain expressions, while others use phraseology of a different character, while both of them may be able adequately to express their thought.

The individuality of the writer is the only proper limit to place on his work. He cannot, of necessity, make his style conform with that of any other writer, and when he does the result is disastrous. He is neither able to put out a style of his own, which is commendable, nor properly to imitate some one else, and the result is a composite hodgepodge—simply a mess which lacks character and force and is therefore of little value.

Preparation of Advertising

In order to write advertising the man charged with this responsibility must first fill himself full of his subject. He must understand it from every possible angle. He must be so full that he can hardly keep from talking or writing on the subject, and then he must possess, either by reason of natural aptitude or by training, ability to put this information simply and earnestly on paper.

Large words as a rule are not good vehicles of thought, Short words cut deepest, and wherever they can be used to good advantage they make the most lasting impression. As a general rule it is more difficult to use simple, ordinary words than large ones, because the person who employs small words must of necessity make his meaning clear, whereas the person who uses many high-sounding and meaningless expressions is seldom criticised, because the reader soon gives up the task of endeavoring to find what it is all about, and the writer is therefore absolved from any responsibility. In fact, the meaning is more completely and adequately revealed by the use of small, short words which everyone understands, whereas the introduction of words which are seldom employed in ordinary English has a tendency to mystify the reader, and are seldom justified in good advertising.

In preparing advertising on technical, mechanical and other subjects, there are a few fundamental principles which are well worthy of careful primary consideration.

In the first place, people never buy machines because



Refuse imitations.

Porosknit Union Suits are cut from our special patterns-that is why they fit perfectly.

No gaps in the garment between each button, no double thickness at waist. Never pull or feel uncomfortable anywhere.

Porosknit suitswhether two-piece or union-are always cool and always comfortable.

Union Suits Any Style Garment

For Boys For Men

Two-piece Suits - Any Style For Men For Boys 50c. 25c.

per garment

Buy from nearest dealer. Write for our handsomely illustrated booklet.

CHALMERS KNITTING CO. 100 Washington Street Amsterdam, N. Y. The strength of this advertisement is in showing, as it does, the name of the article advertised, in a striking name-plate at the top, and displaying the article advertised, in an attractive cut, to the best possible advantage. Prepared and placed by the George Batten Co., New York.

they want more machines. They simply buy machines in order that they may have a device or mechanism for performing some certain operation, doing some specific thing. The thing to be accomplished is the subject of this kind of advertising, and not the machine.

It therefore logically follows that the greater part of the energy should be directed to explaining exactly what the machine will accomplish, whereas a great deal of this kind of advertising is lumbered up with tedious technicalities which in no manner assist the reader in determining the usefulness of the device or machine.

However, this rule is subject to some exceptions. In some instances it may be necessary to explain the working and detail of a machine in order to prove some certain claim. This is made necessary by reason of another fundamental principle in advertising, and that is that no claim for anything effered for sale by an advertisement should be made which cannot be readily believed by the reader.

Practical and experienced advertising men not infrequently underestimate the claims for certain products or machines because they have learned by long experience that if they told the full truth about the article they would not be believed, and therefore in order that the reader may agree with the claims made they are often placed somewhat below their full possibilities.

It is in accordance with this line of reasoning that it sometimes becomes necessary to explain in detail exactly how the machine performs a certain function in order

that the reader may believe this statement. This, however, is unnecessary except as a requirement to establish belief.

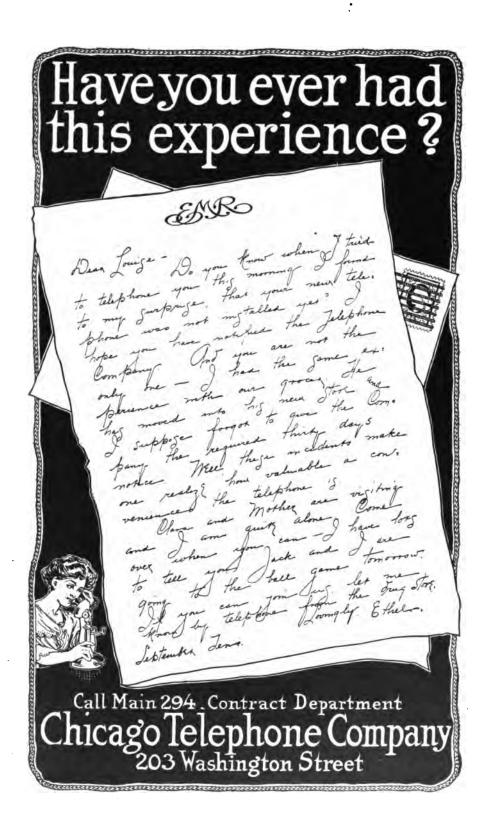
By far the better method is simply to make this statement as to what the machine or device will accomplish and fortify the statement with adequate proof, thus avoiding the necessity of detracting from the strength of the advertisement by lumbering up the announcement with tedious technical details.

Of course, it ought to be understood that all technical advertising should employ the technical language of the trade or business served. This is a natural requirement. If it is an electrical apparatus, there is no better way to express its quality and value than in ohms and amperes, and so on through the list of different trades and classifications of articles offered.

At this point it is well to take up the question of selling reasons. This, beyond doubt, is one of the most important problems which the advertising man must solve.

In order to illustrate this point, we will assume that a certain machine possesses all the qualifications of other machines of its kind, except in one particular. It should be understood that this one particular is an important feature of the machine.

Therefore it becomes unnecessary to go into details of all of the work which this machine will perform. It is only fair to assume that the reader's general knowledge of these machines is such as to justify the belief that he will accept the general statements regarding the working



An unusual advertisement typographically, which attracts by its unique display. Text of the matter emphasizes the value of the telephone as a daily commodity. Prepared and placed by the Howard Advertising Agency, Chicago.

of the machine which is offered, but the particular stress of the advertisement should be focused on the feature which this machine possesses to the exclusion of all others.

This is the feature which should be illustrated and enlarged upon.

It not infrequently occurs that the particular feature of superiority in a machine is but a small part of the whole, and in illustrating the machine it is important to show the distinction or difference between one machine and another.

In this case, it is well to overdraw the part of importance, make it large and distinct, and bring out in careful detail the points of superiority. Frequently a hand pointing to this particular point assists the eye in locating the difference, and the text matter naturally carries out the thought.

In cases where it is necessary to advertise an article which has a new and different use, the rules above stated do not apply.

Here we have an entirely new set of thoughts and motives with which to deal.

In this case we must first educate the possible buyer to the advantage of doing something in an entirely different way. He will not be interested in the machine at all until you have first built up in his consciousness a belief in your method, and therefore by far the larger portion of the advertising must be devoted to this portion of the work, and then only sufficient talk is necessary regarding

the machine itself to prove that it will accomplish the results previously stated.

Illustration

The illustrating of machinery or other articles for sale is an important feature and one which is worthy of the most painstaking and thoughtful attention.

Pictures speak quicker than words, they speak in all languages; but just because they do speak quicker and in all languages is a good reason why the pictures should be true—honest pictures.

Many an advertising campaign has been ruined because the artist overdrew the article advertised. Possibly this was not done intentionally, but it is a feature of illustrating which will bear careful weighing. You can no more afford to mislead the reader with a picture which does not truthfully express the article than you can by the use of misleading text matter.

In making illustrations it is always best, when possible, to show the article in use. This is sometimes not within the range of possibility, but a little thought and attention to the subject will frequently result in obtaining pictures which will be artistic and expressive of the usefulness of the article.

The employment of female models has been overdone, and the time has now come when the use of pretty girls' pictures in connection with an article is not sufficient

IF YOU BREAK THIS BARRETTE

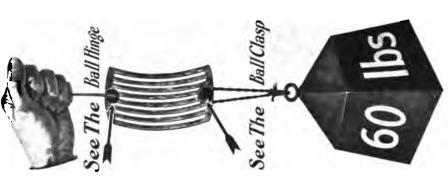
You Get a New One Free.



BARRING CONTRACTOR OF THE PARTIES OF

The Only Barrette that fits close and snug without pulling or catching the hair. 200 different styles designed for the very latest coiffures. 25c to \$2.00 At All Dealers.

Morris, Mann & Reilly, Chicago



Forcible, attractive street car advertisement. Good copy, telling of merit and strength. Guarantees the goods advertised. Prepared and placed by The Long-Critchfield Corporation, Chicago.

guarantee of its usefulness and benefit to justify its purchase. However, female models can be used in some kinds of illustration simply as feature work, a sort of an embellishment, and when carefully handled add greatly to the attractiveness of the entire ad.

The best combination, however, is to put the model at work, make her do something with the article or product to be advertised, and if she has a faculty of doing this in a pleasing manner, the advertisement will thereby be improved.

Display

A word may properly be said regarding the general make-up of an advertisement.

As a rule, the eye will read caps and lower case much more easily than all caps, and therefore, where the text matter covers a number of paragraphs, it is always wise to use upper and lower case letters.

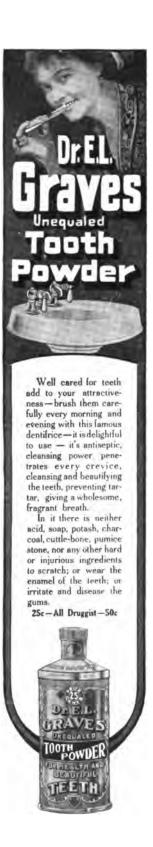
Short paragraphs have a tendency of breaking up the brick-house appearance of an advertisement and making it more easily assimilated.

It is a mistake to have too many headings on your advertisement. One advertisement on a thought is quite enough, and that thought can be perfectly stated in the heading.

It is always well to write the heading after you have written the advertisement. The advertisement itself should suggest the heading.

A word regarding the best methods of securing the assistance of printers is in order. There are but few

Sample copy and idea used in one of the strongest advertising campaigns now before the public. Reproduced from one column, Saturday Evening Post. Photograph from life. H. W. Kastor & Sons Advertising Co., Chicago, St. Louis and Kansas City.



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advertising men who sufficiently understand the arrangement of types, borders, etc., in order to qualify them to give explicit instructions to the printer. If the writer knows enough about type to be able to decide this matter, it is all right to give the printer definite instructions on the subject, but, as is more frequently the case, it is quite as well to allow the printer considerable latitude in this matter, and in so doing the results will be more satisfactory.

The printer will immediately recognize a man who is trying to dictate the job without proper comprehension of its requirements. The advertising man who at first confesses his inability to lay the matter out to the best advantage and expresses his desire to secure the coöperation and assistance of a good printer, in order that the results may prove satisfactory, will get the best service.

Ten years' experience in this work justifies me in saying that printers are just a little sensitive, and more than ten years in securing results from printers convince me that it is always best to work along the lines of least resistance. Give the printer credit for knowing a good deal about his own business, and he in turn will assist you materially.

How to "Go At" the Reader

In considering the methods of approach in advertising, it is well to understand that there are two broad divisions,



One of a series of attractive advertisements which appeared in Chicago and eastern newspapers, advertising the Brussels International Exposition. This shows the tremendous scope of newspaper advertising. Prepared and placed by the Dorland Advertising Agency, Atlantic City, N. J.

as follows: The first is the selling of goods to another, who in turn sells to the consumer. The second is the selling of goods to the person who is to make use of them.

It will be readily seen that as these two departments of selling are dissimilar, each of them must be handled in a different manner. Of course, the advertising talk in general pertains to the usefulness and value of the article talked about, but you employ different language when you speak to the dealer from that employed in addressing the consumer.

The interest which the dealer takes in your merchandise is founded primarily upon its being a means by which he can secure a profit. This does not mean that he is at all unmindful of the interest of his customers, but he is naturally concerned regarding his own affairs, and views your article from this standpoint.

In doing so he has the following problems before him: First, will the article satisfy the customer; and, second, will it yield him a fair margin of profit? He can not afford to sell an article which is likely to cause friction between his store and the customer, and therefore, in justice to himself, he is bound to inquire regarding the quality, but his inquiry stops at the point where the customer buys and is satisfied, whereas, under the second classification, the advertising goes a step further and shows the buyer not only that he is going to be immediately satisfied with the article, but that it possesses a merit which no other article enjoys, and frequently is more lasting and permanent.

It is, therefore, necessary in the first classification to consider the dealer as the customer, and to consider the article from every viewpoint of the dealer.

The second classification, as has been noted, refers largely to the matter of usefulness, convenience, ease of operation, or, if a luxury, its comfort, or, if purely ornamental, its character and the standing which it reflects to its owner.

This second division is much more important because it has been well said that goods sold the dealer are only half sold, and therefore it is necessary that the advertising to the consumer be such as will enable the consumer to buy intelligently and with a lasting degree of satisfaction.

Every article which is sold, either through the mails or through the medium of a store, is selected on account of one particular feature which it possesses. Sometimes this feature is only that of cheapness, in which case it is an ordinary article which can be bought in any shop, and the particular reason it is being presented is on account of the low price at which it is offered.

This, however, is not considered high-class advertising. It has been said that it requires salesmanship to sell goods at a profit, and any one can move goods at a sacrifice sale.

Aside from the article sold simply on its price, there are many different elements worthy of consideration in presenting the article in an advertisement, but there should be one primary fact which should be pushed to



Madam, There's No Need of Soggy Salt

No need of pounding, shaking and poking to get salt from a shaker.

Shaker Salt always flows freely, no matter how damp the weather.

It flows as the salt flows at fine cafes, where Shaker Salt is always used. You may as well have the same salt.

Not Only That

Shaker Salt is pure salt—with the gypsum removed from it.

All other table salt contains gypsum, and gypsum is plaster of Paris. It is the basis of gravel and gall stones—the basis of lumps that clog the liver, kidneys and spleen.

We are sole owners of the only

process invented for removing the gypsum from salt.

Protected Salt

Shaker Salt comes in a wood fibre box, coated with paraffine. Thus we protect it from dampness, odors and dirt—from all the contaminations which get into bag salt.

Shaker is exceedingly fine. It is the saltiest, daintiest, purest table salt you ever saw. Yet it costs but 10 cents per year more than soggy, coarse, impure salt.

You can get Shaker at any good grocery if you insist on it. Price (east of the Rockies), 10 cents per box. Please try it.



THE DIAMOND CRYSTAL SALT CO. St. Clair, Mich.

Note the simple attractiveness of this illustration, and its relation to the text. A one-minute lecture in salt. Not much said, but enough to interest you in the subject. Prepared and placed by Lord & Thomas, Chicago.

the front. If it is a shoe, it may be the question of its style and shapeliness, or it may be a question of ease and comfort. Of course, theoretically, it would be desirable to combine style and shapeliness with ease and comfort, but as a matter of practical experience it has been found that by endeavoring to combine two prominent features in a single article one factor neutralizes the other, and the result is nil.

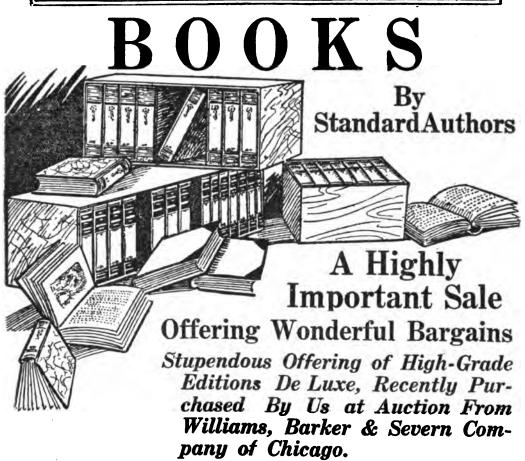
Therefore, if a shoe is to be advertised on account of its style and shapeliness, it is well to keep that point well in mind, because the sale depends upon the advertiser's ability to make this point clear and attractive; whereas, if it is a matter of ease and comfort, the talk should be of an entirely different character. In other words, before advertising any article, it is well to decide what point of the article you propose to feature, and then carry that thought throughout the advertisement. It is disastrous to endeavor to combine too many features in a single article.

View-Point

Possibly there is no other subject more worthy of thoughtful consideration than that of view-point. This means the thought focus of the person reading the advertisement, and it is from this standpoint that it is safe to pass upon the merits of an advertisement.

Thousands of dollars have been wasted in advertising because the man was simply telling about his goods as Double "S. & H." Green Trading Stamps With Purchases Before 12 o'Clock





Note the Prominence of the Publishers Whose Publications Are Represented in This Great Sale:

The theory on the part of small retail advertisers that department stores undermine their business because of continuous and large displays is not correct. The above advertisement (one-third reduction) in New York papers pulled more replies than a full page the day previous. The last portion of this advertisement, which does not appear in this reproduction, consisted of a list of the books on sale and selling price.

he saw them, with little or no care or consideration as to how they looked from the standpoint of the possible buyer.

The mechanic and inventor who has spent years in developing a certain principle has been struggling with the problems of chemistry, mechanics and other classifications of material endeavor. His whole knowledge has been directed to producing a certain mechanical result, or to making an improvement, which in effect is the same as the creation of a new machine or product.

The advertising man is brought in contact with this inventor, and unless he is very guarded he will find himself falling into the mannerisms and thought of the inventor. He will naturally use the expressions which the inventor furnishes, and as a result he will build up an advertisement or a mental picture of the article as the inventor sees it.

This is absolutely a mistake. The inventor is of necessity a very important feature of the article, because he can explain its details, how it works and what it accomplishes, and after the advertising man has this knowledge in mind he should as far as possible forget the inventor.

He should then turn toward the person who is going to make use of this product. He should analyze that man's situation carefully. He should know the man himself and understand the environment in which he lives. He should understand his position, his joys, his ambition, and then he can approach the machine with some comprehension of the view-point of the possible buyer.



PHYSICIANS of the old school agree with physicians of the new school that Buffalo Lithia Springs Water has no equal as a corrective of all disorders of the Kidneys and Bladder. It is wonderfully effective in the treatment of Bright's Disease, Albuminuria, Gout, Rheumatism, Pyelitis, Cystitis, Gravel, etc. Eliminates any excess of Uric Acid in the system. It is a natural spring water bottled at the springs. Let us mail you endorsements, showing the consensus of opinion among high medical authorities.

Sold by leading druggists and mineral, water dealers everywhere. If not on sale in your vicinity, we will supply you.

BUFFALO LITHIA SPRINGS WATER CO. Buffalo Lithia Springs, Virginia

"Recommended by the family physician" is a strong pulling phrase in advertising when it can be used legitimately. The article advertised should have the merit to go with it. Prepared and placed by the Massengale Advertising Agency, Atlanta, Georgia.

This leads naturally to the condition of thought which the advertising man should always maintain, which is best expressed by the words "open-mindedness."

It is not wise for the advertising man to allow himself to become prejudiced in any manner. He, in fact, is the person who is investigating in behalf of the buyer, and although his salary is paid by the manufacturer or merchant, at the same time the value of his services rests almost entirely upon his ability to conserve the interests of the purchaser by seeing to it that he obtains full information regarding the goods offered for sale.

He should be sure that the purchaser only secures goods which are for his benefit, as it is not considered good merchandising to sell goods which do not conserve the interests of the buyer.

It will, therefore, be apparent that the open-minded advertising man is the one who can perform this service to the best advantage.

Don't consider the buyer as a mass of humanity, but think of him as an individual.

It will pay every advertiser to carefully study mankind. There are but comparatively few persons who fully comprehend a condition of things which do not affect themselves. The natural tendency is to look in and not out. You need the benefit of broader experience than your own, and in order to test the selling force of your arguments it is well to try them out, if possible, on a few. This is comparatively easy, and is worthy of the effort.

All advertising is largely a matter of averages. You

What Is Bad Air Costing You?

It is not only endangering the health of your children in school

—But also cutting down the efficiency of your employees in your office, store or shop.

Dead air makes dead brains.

Bad air-not drafts or wet feet—is causing most of the colds and sickness that keeps your employees at home—on your time.

Bad air is increasing your pay roll and decreasing your profit. Get good, pure air. It is provided with

Von Ozone-Maker

The only perfect solution of the bad air problem.

Ventilation, though necessary, doesn't take out the harmful part of air—the organic impurities.

The Vohr destroys them. It vitalizes dead air. Cuts out the 3 o'clock "let-down" in offices.

Takes away the bugaboo of absences due to colds, headaches, etc.

It's doing these very things for a number of leading Chicago offices, stores, etc.

It will prove the biggest kind of an investment for you, Mr. Employer.

Let us send our representative or mail you a booklet telling how the Vohr makes good air out of bad air.

Vohr Sales Company of Chicago

Dept. C-310 Fifth Ave.

Phone Harrison 158

Chicago Distributors of The Vohr Ozone-Makers, Manufactured by the Standard Electro Utilities Co.



Same cost to run as one light. Yields 10,000 cubic feet ozonized air hourly.

This is an appeal to the Chicago employer, taking advantage in the opening paragraph of recent newspaper comment regarding bad air in schools. It is a terse, straight-from-the-shoulder statement of facts aimed to interest the man with little time to read. While the use of so heavy a border causes the light-face type to show up rather weak in contrast, this apparent defect made this ad stand out first in prominence on the newspaper page in which it appeared. Mahin Advertising Co., Chicago.

can get business from a certain percentage of those who read your message. This percentage varies according to the character of the article advertised and the margin of profit, but in connection with every article there is a dividing line—profit on the one side and loss on the other. If you can find this point economically in a limited experience, you will be able to proceed intelligently along lines which have been demonstrated.

This is a very scientific part of advertising. Some advertisers have learned how to test out their campaigns before investing largely, and they are thereby able to achieve success where others fail.

It always pays to proceed along lines of least resistance.

Don't try to sell what you want to sell, but rather find out what people want to buy. Quite frequently it becomes necessary to conduct an educational campaign in order to create in the minds of people a desire which your article or service will gratify.

It is not a bad idea to appreciate the fact that you are not going to satisfy every one. Some people are going to buy your goods and find fault, but do not permit this to disturb you after your plans are once made. This is one of the inevitable conditions of business, and must be met fairly and squarely.

But do not disregard the kicks. Study them. Write letters and find out all the facts. It is a mighty bright business man who lets a disgruntled customer say his worst.

Do not attempt to stifle him. Just let him pour out his

A high-class specialty store advertisement with price inducement. It must not be presumed that price in an advertisement cheapens either the advertisement or advertiser. Without the price this advertisement would have been worthless. One-half reduction. Proof from Chicago Tribune.

ASTARR BEST

Those Popular Little Corporal Overcoats

For Boys or Girls Ages 3 to 10

can be worn with or without the cape, making them especially desirable for Fall and Winter wear.



Little Corporal

Price \$10.75

Made of fine quality all wool cloth in navy blue and dark red. Cape lined with cadet blue flannel.

ASTARR BEST
Two Floors at
107 State Street, Chicago

wrath and criticism to the fullest extent. It will do you good.

After a while you will begin classifying kicks, and then you will know how to improve your goods and service.

Also study the man or woman who buys your goods and is well satisfied. Get them to write you letters about your goods. When you have sold an article your chances for getting good hints from satisfied purchasers are splendid.

You want inspiration for advertising? Read these good letters. You will get good ideas right off the bat of experience—ideas that might never come to you in any other way.

Happy or disappointed, the buyer should be the source of your eternal study for the building of your advertising plans. The nearer you get to him the better will be your chance for success. The buyer is your boss. It is his money you are after, and you will make no profit out of him as a class unless you satisfy him in the majority of cases.

The Advertisement

To some minds we may have now arrived at the only one vital point. Vital assuredly, but far from the only one of importance.

The advertisement is one link in the chain. It takes the goods and the buyer into the account and acts as an **Beg**istered Trade **M**ask

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Establish**ed** Half a Çentur**y**

Handkerchiefs Of Absolutely Pure Linen

A very choice assortment, including many new designs.

For Women;

Plain Hemstitched, 12½c, 25c, 50c and .75c. Embroidered and Lace Trimmed, 25c, 50c. and 75c. Embroidered Initial in Old English, Block and Script letters, 25c, 50c and 75c each.

For Men:

Plain Hemstitched, 25c, 50c and 75c. Embroidered Initial, 25c, 40c, 50c and 75c.

In addition to the above we show a very beautiful assortment of Armenian Handkerchiefs, 50c and up; Real Valenciennes Lace. \$1.00 and up; Duchesse and Rose Point Lace, \$1.50 and up

James McCutcheon & Co., 5th Ave. & 34th St., Walderl-Astoria

Care and discretion must be exercised by a specialty store advertiser to realize on his newspaper advertising, especially in a large city. This is done in the above advertisement. It is strong, clean and dignified, and should have brought results. A great many handkerchiefs must be sold in order to pay for this advertisement in New York newspapers.

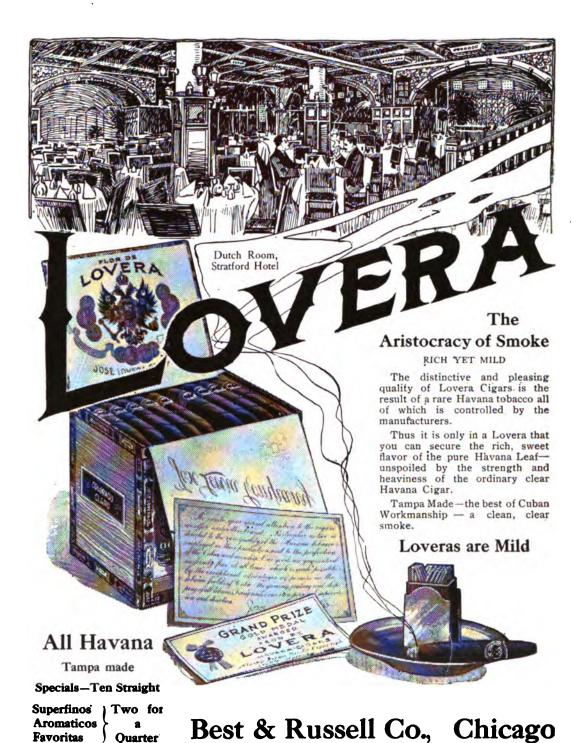
introduction. It doesn't stick out and boldly call attention to itself as an advertisement. It has a mission that is more important than calling attention to its own worthiness.

Some ads are so wonderfully and awfully made that all the attention is directed to their strange and fantastic selves, and not with any degree of sequence to the thing advertised.

The secret of being well dressed is to keep the clothes themselves in the background and to intensify the charm and dignity of the wearer. A good advertisement performs the same mission toward the goods advertised.

The history of advertising reveals the good ads as quite plain, very natural and decidedly suggestive. They magnify the excellence of the goods. This is a comforting thing for the plain, ungifted writer. With the right mental grasp on the situation, with a fair degree of ability, sensible expression, and some understanding of display, good advertising can be produced. Get into the proper mental atmosphere. There are just two things to keep in mind, the goods and the buyer. Write as you would talk. Small, common, everyday words. Words that don't have two meanings. Leave out all the adverbs and almost all the adjectives.

The advertisement must be strong. It must produce desire and induce action. You can't do this unless you are filled with the subject, and if you don't more than half believe what you say, your advertisement will reflect that fact.



This copy and arrangement will be noticed by a connoisseur of cigars as well as the occasional smoker. Prepared and placed in newspapers by the Long-Critchfield Corporation, Chicago.

The first requirement of an advertisement is that it shall be seen. This is display. One feature for display is enough. When you have once attracted the reader to your ad, your talk should be so interesting and convincing as to hold the attention to the last period.

The text should be easily read—more easily read, if possible, than the literary or news matter in the publication.

Position is a place of prominence in the page. It makes a small ad do the work of a large ad, because it is more prominent. Position costs an extra price, and is usually worth the difference. Its best employment is in connection with a small advertisement.

Every ad should present a definite proposition. It should make a direct offer or suggest a definite action. Featuring a trade mark is a good thing, but every ad can usually include this element of strength with some other form of direct solicitation.

The ad should not tell the whole story. Of course, this is apparently an impossibility, but you can tell too much in the ad. Leave some room for the imagination to supply the details. Curiosity is a strong advertising aid.

"When in doubt, don't," is an excellent rule to follow when writing ads. If a phrase, sentence or statement strikes you as questionable, scratch it out. You will lose nothing by so doing. Many a good ad has been mixed up with a lot of useless words. Cut them out. This will make the clear, plain thought stand out more definitely.

After you have finished your ad, go and have it pub-



Introduction of Style, Winter Season 1910-1911

Kurzman

IMPORTER of MILLINERY

385 Fifth Avenue?
35th and 36th St.
INVITES YOUR INSPECTION OF

An Exceptional Importation of

New Paris Hats

SPECIALLY DESIGNED

For their private clientèle by the foremost Parisian Modistes and shown, by arrangement with them, simultaneously in PARIS AND NEW YORK

During the First Week of October

FOR IMMEDIATE WEAR A CHOICE COLLECTION OF

Dress and Walking Hats
OUR OWN EXCLUSIVE CREATIONS

Introduction of the

Tapestry and Fur Sets Hat, Muff and Neckpiece

Tapestry Handbags

THE LATEST PARISIAN NOUVEAUTE

Class and exclusiveness are brought out in this newspaper advertisement. It is principally intended as an announcement or reminder to an established trade. One-half reduction. Proof from New York World.

lished. Don't ask a lot of people how they "like it." Let it be your statement. Let it represent your goods. Let it be personal, individual, different. Satisfy yourself and your chances of having a good ad will be greatly increased.

Don't take too much advice. You will succeed on your own judgment, and not on that of others.

The Follow-Up

Human nature is not entirely like a sponge. It does not always absorb readily everything presented. That is one of the reasons for a follow-up. The other is that quite often you can't afford to use enough newspaper or magazine space to tell your whole story.

Accepting these two statements as true, it then becomes apparent how necessary it is to have some form of literature to keep up the interest and to tell more about the goods to the interested people.

The tactics of the first ad should be continued in the follow-up. It is an error to presume that because a person has answered an ad he is going to sit down and devote a great deal of time to studying an uninteresting account of the goods in a booklet. It takes just as much skill to plan and write follow-up literature as it does to write the original ad which brings the inquiry.

No one can foretell, with exactness, just when the buyer will make his decision. For this reason, it is not



One glance at this ad conveys the impression "High-class Candy for Christmastime." The border and illustration are daintily worked out in the Christmas spirit. Mechanically this is a beautiful ad. Prepared and placed in newspapers by the Mahin Advertising Co., Chicago.

best to indicate in each one of the follow-up pieces that there are more to follow. Let each piece approach the subject from a different standpoint, include all the salient features and end with a climax—a direct proposition and the solicitation of an order.

There are various forms of follow-up. The following is a rather general plan, subject to variation, according to the needs of different campaigns:

First, a well written fac-simile letter, addressed to the inquirer, calling attention to the booklet or catalogue, either enclosed or sent under separate cover. This letter can include some strong argument not touched upon in the ad and explain about sending the order and method of shipment. Don't try to crowd too much into the first letter, but be sure to dwell on the point that any further desired information will be cheerfully forthcoming upon request.

The booklet should include an order blank and be well printed. It should be a complete statement of the claims of the advertiser, and illustrate not only the article, but should suggest the best methods of using it. There are many little suggestions which can be properly included in the booklet.

At a stated time, from one week to six weeks, if no reply has been received, another follow-up piece should be sent. It is a mistake to refer to the fact that an order has not been received. This fact doesn't need to be touched on, as is often done. Don't scold because the

order did not come, but just start in on a new tack. Take up a new feature and tell something interesting.

Another personal letter is a good follow-up piece. The total number of pieces depends upon the article. From three to six can be used. Remember then you are not always going to strike the customer in a receptive mood, and bear in mind that each piece should rivet the attention and still further strengthen those that have gone before.

Don't talk too much about "wanting your order," but rather dwell upon the advantages to be obtained from the use of your goods.

FILLING ORDERS AND MAKING FRIENDS

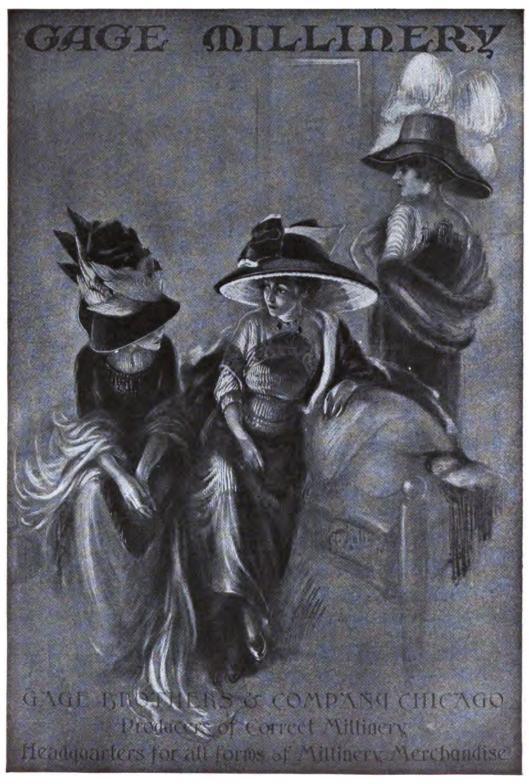
And now we have an order. Is our work done, our plan accomplished?

No, never. We have just begun real advertising.

Bear in mind that it is only seldom that the direct results of an advertisement are profitable. A repeating order or orders for other articles in the line is the final goal of profit.

This being the fact, how important it is that the first order shall be filled to the entire satisfaction of the customer.

Just here we must call attention to a fact that is hardly in keeping with the title of this chapter, but can be stated at no better time than the present.



Announcement to the trade in trade papers. Rich, artistic and effective.



A popular-priced shoe advertisement covering the sale of a large variety of shoes. This advertisement would have been more forceful if the fancy border had been eliminated, or if a heavy plain rule border had been used in its place. The light-face type does not add to the strength of the advertisement—it detracts. The same size Gothic or Cheltenham type would have been more noticeable.

The whole line, many different articles, can be listed in the booklet, while only one is mentioned in the advertisement. The inquiry brings the whole line to the attention through the follow-up. Often the leader used in the ad is but small in price. The leader will do very well if it pays for the ad and the booklet enclosed with the purchase, and thus opens the way for additional business which can be conducted at a profit.

There are some important things to bear in mind in filling orders. The first is promptness. Let the goods go the day the money is received, if possible. If any considerable delay is unavoidable, be sure to acknowledge the order at once and explain the delay, stating when the goods will be shipped.

Don't forget to thank the customer.

People doing business through the mails are often suspicious. They take their money to the post office and send it to some one they never saw, and possibly never heard of before. Don't give them the first chance to confirm their suspicions.

The best written descriptions may not fully explain the goods, and after they are received the purchaser may be dissatisfied. Whether or not you have agreed to refund the money in your ad in case they are dissatisfied with their purchase, it pays to do it. You can't afford to keep the money of dissatisfied people.

Don't give up the money grudgingly. Do it cheerfully. Write a good, wholesome letter, and call attention to other articles which may please the buyer better. Don't



Pendants

Charming designs of our own creation worked out in diamonds—some all diamonds, many with diamonds set in combination with sapphires, rubies and other precious stones, hung on delicate platinum chains that are in keeping with the dainty beauty of the jewel.

There are also a number of beautiful effects with Oriental and American pearls as well as the fascinating semi-precious stones.

The variety is endless—from the simple ornaments suitable for daytime wear to splendid jewels for the evening toilet.

It will give us pleasure to show you our stock whether you are planning a purchase or not. An hour spent in our new store will prove extremely interesting. We suggest that visitors to Chicago make it a point to pay us a visit.

Spaulding & Co.

Goldsmiths, Silversmiths and Jewelers

Michigan. Avenue and Van Buren Street
CHICAGO

Striking and artistic general newspaper advertisement. When this store runs "price" advertising it will be read more generally than the store that does no general advertising. One-third reduction. Proof from Chicago Evening Post.

admit that the goods were not as represented—unless there was some defect in the particular article—but make it plain that you want them satisfied. Nine chances out of ten you will sell something else and make a lifelong friend.

Making friends means that your customer will call his neighbor's attention to your house. Splendid advertising. Furnish your customer an easy method for sending a list of such neighbors to whom you can send booklets. These names will cost you less than those obtained by general advertising.

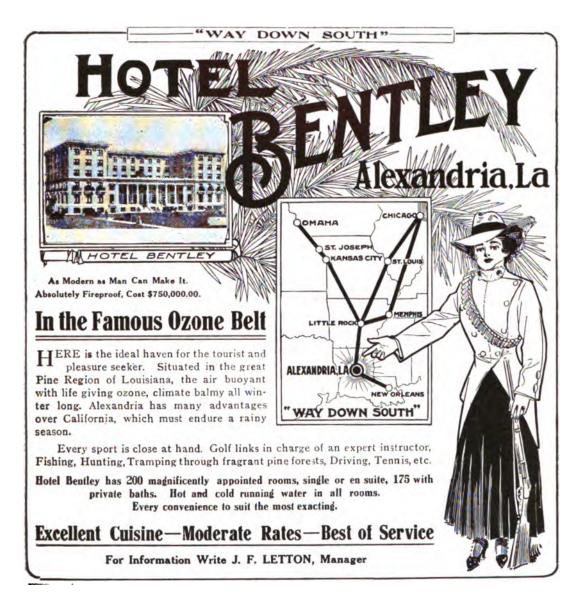
Remember that a mailing list is stock in trade, or, more correctly speaking, capital.

Read the letters you receive from satisfied customers. What they say in favor of your goods is what you want to tell other people.

No business is so delicate as that obtained by advertising. It requires tact in handling and is responsive to fair and liberal treatment. Most men and women are honest, and you can well afford to treat them on that basis. Once in a while you will get pinched, but the records of many successful mail order houses prove that the total loss is only a small fraction of the entire business.

Advertising and Economy

By some minds the place for advertising in the business world is not fully understood. The superficial rea-



Newspaper hotel advertisement, strong and effective. The map tells the story of where to go during the northern winter seasons. Text and illustrations are well balanced. One-half reduction. Prepared and placed by the Crockett Agency, New Orleans. Proof from the Chicago Record-Herald.

soning works this way: "Advertising can do no good unless the thing advertised is unusual—out of the ordinary. When the thing is a common, everyday article the public knows already what it wants, and sooner or later advertising of staple goods must be omitted, because it is a needless expense which the consumer must pay."

This is an imperfect view of improved business methods and advertising. This great force, engaging the attention of splendid minds and the investment of millions of dollars annually, is an economical principle of business made necessary and possible by its present improved methods.

First, it saves time, and time is money. Shopping, especially with men, takes time that real business men or artisans can ill afford to spend. The modern method is to decide from reliable information, previously obtained, what you want to buy before going to the store or sending for goods by mail. The economical method for obtaining this information is by reading advertisements. True, some are false statements, but the public is getting more and more wisdom every day, and the advertisers more honest. More credence is given to advertising now than ever before, and this condition is bound to increase, because it is the experience of business men that truthful advertising is the only kind that is permanently profitable.

And then the economy in time—reading printed announcements in preference to the tedious effort of searching through stocks of goods. The modern advertising is so good that a pretty accurate idea can be gained from

Reproduced from single column newspaper advertisement. Prepared and placed by The Nichols-Finn Advertising ('o., Chicago.



the printed advertisement. This has been brought about by a development of the reading public—its discrimination and ability to grasp the meaning of advertisements, as well as by reason of increased ability on the part of advertising writers to make their statements clear and easily understood.

A man or woman may not read the advertisements knowingly; that is, he or she may not sit down and say, "Now, I am going to read some advertisements, in order to know where to buy my supplies," but the advertisements are absorbed almost without their knowledge. The advertising story gets in their minds and they are influenced thereby, and thus the result is accomplished.

"The added cost to the goods?" Oh, yes. Well, there is no added cost. The merchant using good advertising can do business on the smallest profit because the great majority come to his store with a settled idea as to what they want. They can be served in a quarter of the time required for those just "looking around" trying to find what they want. Less help, less trouble, and more business on the same capital reduce the expense of doing business, thereby reducing the cost of the goods. It is economy for the merchant and for the buyer. The "don't advertise" merchant must get larger profits because his volume of business is less.

Advertising is business necessity. It is the most economical method of distributing goods, and its place in the business world will be more firmly established as it becomes more honest and sensible.



A good retail advertisement. Consistent and dignified copy, with appropriate illustration. Reproduced from Chicago Record-Herald proof.

The Use of an Advertising Agency

Some agencies offer to do things that are impracticable—impossible. Some are whited sepulchres—humbugs.

Some are just brokers of space. They barter with the commission allowed by the publications, drive bargains as best they can with little knowledge and less concern regarding the value of the space. Cutting rates is the height of their glory—the only inducement offered for business. This hasty estimate of good-for-nothing agencies must be taken for granted, as we desire to devote all our time to describing a good agency and the best methods for obtaining its full measure of usefulness.

There are some things that a good agency cannot accomplish. It cannot make a good proposition out of a poor one. Neither can it make profits for unbusinesslike people.

Don't put your business up at auction or place it with the concern which will get up the most clever ads to capture your order. Ads produced this way are only produced with one purpose—to secure your business. Getting business for you is a secondary consideration.

Ads should be the evolved climax of careful deliberation between the agency and the customer. The customer must have at least some basis to start with, some plan, and the gumption to carry it forward. The agency can usually make a better expression of this plan than the customer. The coöperation of each will produce better results than either can accomplish alone.

One of several hundred advertisements used by this retail advertiser during the year. Good short talk. No waste of space. Proof from Chicago Tribune.

De Muth & Co.

Here is a very special attraction for women who aim to be well dressed on every occasion.

Black velvet button shoes, with welt soles, in stylish comfortable shapes, made of selected materials—a new lot just received from the factory—\$5.00



These shoes are the kind the particular woman likes to have in her wardrobe. At the price they are splendid value. On sale now.

Hanan's shoes for men \$5.50 to \$10.00 Hanan's shoes for women \$5.00 to \$10.00 De Muth's shoes for men and women \$3.50 to \$5.00 CATALOGUE FREE

Accounts opened with responsible parties.

State and Jackson Blvd.

The agency has observed a thousand campaigns to the customer's one. This observation and knowledge are a part of the agency service. They help in deciding the kind of media to use, the advertisement, the follow-up and questions of distribution.

Never put the agency in a position where it is not able to express honest convictions. Don't ask the agency to work for you, but with you. And be sure that you are the final arbiter. As business is usually placed, an agency's net profits are about seven per cent of the total advertising investment. Your interest being so much greater than that of the agency, you can't afford to let go the control. An investment of \$1,000 will often earn you \$5,000. This does not increase the profits of the agency, and should not. You take all the chances of success or failure, and therefore, as a good business man, should assume the responsibility and know what is being done all the time.

The plan of "letting the agency go ahead carte blanche" is foolish. Still, on subjects which its position makes it better able to judge, such as the class of mediums and copy, you will be wise to consider its recommendations thoughtfully.

Every good agency manager will tell you that the best advertiser makes the best customer. This best advertiser means a man who has something definite and the courage of his convictions.

Good advertising service is worth more than it costs. There is only a slight difference between success and failure. A little saving of space, or a small improvement in



Reduced from full-page magazine advertisement in colors. Tells a great deal about article advertised. (Two-thirds reduction.) Prepared and placed by Kramer & Crasselt, Milwaukee.

the copy, will more than cover the difference between the cheapest agency and the best. The difference in agency price is too trifling to consider. Therefore, it is the wise advertiser who selects the agency which will not divide commission. The publications pay from ten to fifteen per cent commission to agencies, varying according to their class. The fifteen per cent is no better commission to the agency than the ten, because it goes with a smaller total rate, and earns correspondingly less.

The combined experience of many agencies has proven that one-third of the commission is eaten up by office and other details of expense. This expense has to be met by the advertiser himself, if he places his own business direct, so there can be no saving on this item. Thus it is the two-thirds of commission that the agency really gets for its service.

When you accept a cut rate you reduce this two-thirds. Taking chances of getting good service by squeezing this two-thirds of the profits to the agency is like defying the immutable laws of nature.

Avoid the rate cutter. He is a dangerous man.

The Right Estimate of Profit

Whether the advertising is to sell goods direct through the mails, or induce buying through dealers, the publicity value of all advertising should be considered its great advantage. True, there are exceptions. There are some campaigns which spend their force quickly, and whose advantage lies in their ability to produce direct orders at once. It is no discredit to their promoters to say that they represent the fly-by-night firms; the position and standing of these ventures are dependent too much upon chance—or luck—to have thus far secured for them, as a class, any definite position in advertising history. The one thing that has been settled for them is the fact that their mission is short-lived and that no great national successes have been accomplished by the use of methods wherein the accumulative benefits of advertising could not be rightly considered as a large part of its total value.

With this estimate of profit, it is apparent that the advertiser must use his advertising to build up publicity. The immediate sale is absolutely essential, but the established reputation is the real asset of publicity. Each year an increasing volume of business can be done with the same advertising investment, because the strength accumulates, gets more extensive as the firm or goods are better known.

A single, first announcement of a certain thing makes but little impression. The same space devoted to an article already known brings to its aid all the past influence of previous publicity, and in that way makes more impression and increases its profit. Trade names, firms and brands, well advertised for years, have a value often far in excess of all the tangible assets of the concern.

There is another element of advantage in connection

with established reputation based upon continued publicity. The public mind has been taught to believe that the article which is continually advertised must have merit. "That cocoa must be good, I see it advertised so much," is not an uncommon expression.

The public is right. Unless the article possessed real merit it would not repay continued advertising investment.

To prove this fact it is only necessary to inquire regarding the merits of the best known advertised articles. They are not necessarily better than all others, but they are good, and fully meet the requirements for which they are intended.

In mail order advertising the proper estimates of profits include two items of more importance and value than the direct returns—reputation and names.

Reputation the same as is possessed by any other concern, and names to which to send further announcements by mail.

Mail order houses should judge the value of an ad, not by the number of direct sales, but by the number of sales they can make of other articles besides the particular one advertised.

And thus we find that to estimate profits correctly in advertising a broad view must be taken and a faith in the goods and their future must obtain.

Better not enter the field unless you estimate the cost, know and have nerve.

There is no more inviting field for brains and money,

but to occupy a favored position will require patience and lots of it.

If you spend money liberally at first you can make money or go broke in a shorter length of time.

There are the same risks that obtain in other business endeavor.

No more, no less.

Advertising as a Business

To appreciate this work properly it is necessary to understand the relation of advertising to business.

Advertising in its present form is a matter of but recent development. Its power is recognized universally and it has become an established feature in almost every business endeavor.

Like all other developments, advertising has had to undergo the experimental stages. Its laws were but imperfectly understood, and those who employed it did so with a large degree of uncertainty as to results.

At the present time there are some who have mastered the laws of advertising, making its employment a science.

Advertising includes the science of salesmanship. It affects business of every kind because it determines business profit.

The person with a thorough knowledge of the fundamental principles of advertising is in better position to prosecute any kind of business endeavor. The knowledge is applicable alike to the salesman, manager and promoter.



BERKEY & GAY FURNITURE has for FIFTY YEARS represented the best in furniture making in America.

OUR period pieces are studied from masterpieces of the age whence the styles originated. Had they been made in the olden days they would still be in service, and would be among the cherished possessions of the homes holding them. We have always held quality above sales, worthiness above price.

Our furniture is sold through retail stores, where the assortment on the floor is supplemented by our remarkable portfolio of direct photogravures, showing our entire line of over 2,000 pieces, arranged in suites.

It Stands the Test of Time

o produce Berkey & Gay furniture requires more than the use of good material; it requires time, experience, patience, the sense of fitness, and the artistic spirit.

Good furniture cannot be made in a hurry; that's why such an organization as ours, with its immense capacity, covering many acres of floor space, by far the largest in America, is necessary; anything less must mean a sacrifice in the discriminating care to which every piece of Berkey & Gay furniture is submitted.

Today, in practically every city, you can see and buy Berkey & Gay furniture. Because of this we believe you will be glad to become familiar with our thought in its making.

WE do not send you a catalogue; our furniture is not that sort. Rene Vincent, the famous French artist, has painted for us a series of pictures of Berkey & Gay furnituse in real life.

These we have used in a de luxe book, called "Character in Furniture." It tells of the romance and history of period furniture. It is a book; not a price list. In its way it is

authoritative. It is an expensive publication to us. To you—it will be sent by return mail for 15 2-cent U.S. stamps. The edition is limited. Perhaps it will be best if you write for it today.



Berkey & Gay Furniture Co.

Canal Street, Grand Rapids, Michigan

This is the inlaid mark of honor that is on and in every Berdey & Gay Strength and almost grandeur is conveyed by the simple dignity of this ad. The border is simple but strong; the illustration, of simple but massive design, and the story set forth in a plain, dignified manner that cannot fail to subtly impress the reader with the high character of the manufacturer and the solidity of the furniture. Trade papers and magazines. Mahin Advertising Co., Chicago.

It will thus be seen that with this broad view of the subject a knowledge of advertising is of immense value to its possessor. If he desires to follow advertising as a business, it is an absolute necessity. If he desires to use the knowledge obtained in the management of his own or employer's business, he has a decided advantage over the person not thus instructed.

Considering advertising solely as a business, it takes precedence over many professions because it takes into account all the necessities of mankind and makes use of every feature of commercial endeavor.

A mastery of the principles of advertising and a technical knowledge of the methods for its accomplishment will double the efficiency of its possessor.

There has been much misleading information on the subject of salaries as applied to advertising writing. There are always good openings for those qualified, but the presumption that a person taking a few months' instruction will immediately be able to command an exorbitant salary upon completion of the instruction is a fallacy. It requires as much proficiency to become an expert advertising man as it does to become a good doctor or lawyer. It is a well-paid profession, one that quickens the best in a man. It is intensely fascinating, giving widest scope to his creative faculties. Those who have undertaken the work as a profession are inspired to the greatest effort and highest achievement. It is an exacting profession, demanding all his energy, and there are but few deserters from the ranks

of those fully qualified to hold good positions. It is the natural stepping stone to the highest positions in the commercial world.

The rewards for trained service in this work are superior to those in many other avenues of usefulness, but the prospective student should understand that the best training is but a foundation upon which he must erect his own structure of success.

To the serious minded young man or woman with a desire to improve and forge ahead, willing to pay the price in work and energy, there is nothing more attractive than advertising.

Advertising is a Mental Proposition

Advertising has to do with every phase of human experience. It touches our lives at every angle, and therefore must be responsive and helpful.

It is entirely a mental work. All of the mechanical knowledge and understanding of salesmanship is valuable, but the main problem of every advertising campaign is the necessity of understanding the mental process through which the buyer passes up to the point of making the sale.

In order to talk in harmony with the thought of the audience, either by printed or oral word, it is necessary to understand the mentality of those whom we are addressing. It is important that the talk shall not overreach

their mentality. A great editor has said that in all his work he has gauged his writing to fit the minds of the meanest. He found that this method made it easy for him to talk intelligently to the educated class, and that, in fact, there was no necessity for making any distinction. In other words, by making his talk simple and plain he was able to get into close contact with the consciousness of readers of all kinds, which, of course, is the primary reason for all advertising.

When preparing an advertisement of any article you are painting a mental picture of that article. It may be that the article is illustrated or only described by text matter, but in any event it is necessary to make the thought so clear that he who reads not only may read but understand.

Character is the foundation of all good advertising. No good advertising can be written by any one who has not schooled himself in the correct principles of thinking, and the next step is correct principles of expression. Correct thinking and proper expression will solve every advertising problem. The printing and the type and the cuts are only the vehicles for carrying this message, but the message itself is of far greater importance than the vehicle.

The advertising man who is most in sympathy with the problems of his fellow man will produce the best advertising. He will see a picture of his fellow man which the unsympathetic person never understands, and on this account is able to touch the spring of action which otherwise would remain dormant. This can never be accomplished by a mere jumble of words.

Salesmanship and Advertising

In the study of salesmanship we find that there are four steps necessary in order to consummate a sale:

First, Attention.

Second, Interest.

Third, Desire.

1

Fourth, Resolve to buy.

Every sale demands that these four steps be taken, whether it is through the medium of a salesman or an advertisement.

The first step, attracting attention, is secured by the display or the heading. The next point in the advertisement brings out something which will interest the buyer, hold his attention until he is led naturally to the third point, which demands that as a result of the attention and interest, and by reason of the argument or explanations, there arises in the mind of the buyer a desire to possess the article.

But the advertisement will fail if it does not possess the fourth requisite, resolve to buy. Mere admiration of an article is not of necessity a business-getting quality. There must be a time when the reader is so enthused over the value of the article that he is past the argumentative

point, and simply says in so many words, "I want that article."

Quite frequently it is impossible to attain this result in any one advertisement. The human mind is a funny affair. It is not susceptible of being bargained and sold, or pushed hither and thither at the caprice of advertisements. It needs coaxing and petting, and requires a great deal of explaining.

Frequently the very manner of presentment is such as to characterize the article itself as having quality.

A poorly constructed advertisement misrepresents a good article, and the chances of success are far greater where the advertisement is clean cut, winning and attractive.

There must be a wholesomeness about the advertisement which is refreshing, a candor and honesty which speaks out plainly without obtruding itself.

These are decidedly mental qualities, which can be cultivated by those who take an earnest interest in advertising.

Positive Advertising

No statement made in an advertisement should be susceptible of two meanings. The facts should be stated forcefully and affirmatively. Much advertising effort is wasted because somehow the reader gets a feeling of doubt in his mind. This is attributable to two causes,



lack of proper analysis—mastery of the subject—and the absence of confidence in the proposition.

Some writers build up a man of straw and then proceed to knock him down. They tell all the things the product or article won't do, thereby introducing an element of doubt in the reader's mind. People do not buy goods because they won't do this or that, but because of some definite advantage. Let every word count on the positive side.

Some people think that a smooth liar can write a plausible story. This is true up to a certain point, but there is a degree of confidence and enthusiasm and hearty human interest talk which no man can produce without intimate knowledge and the truth behind it.

Enthusiasm is a hard thing to counterfeit, and there never was a good ad without it.

Trade Marks and Reputations

Some firms build reputations on quality, making goods better than the average. This is the highest type of business, and calls for advertising in harmony with the character of the product.

Another firm equally reliable may bid for business on the basis of close prices, producing wares not quite as smooth as the other house. In this case the talk should feature price and utility.



A striking advertisement typographically, which shows by a cleverly constructed map the entire region traversed by the boats of the company advertising. Text gives complete information on every point. Prepared and placed by the Howard Advertising Co., Chicago.

Advertising men seldom create selling conditions. They must make the best of each situation presented, and it is very important that the advertising reflect the principle why the article should be purchased, and, more than this, it should be clothed in language in harmony with such talk.

If it is an entirely quality matter, quality language must be used, whereas if it is serviceable and lasting a stronger and firmer kind of talk is necessary.

The general policy of the house is worthy of your consideration in all such matters, as the advertising should accurately reflect this policy. Every advertisement which goes from your house should do two things. It should adequately advertise the article talked about and also add to the character of the house itself.

In your anxiety to make a "killing" in some particular line, never allow yourself to make use of statements which, even though true, will detract from the character and standing of your concern.

It is a mistake to think that buyers take a keen interest in the personality of manufacturers. However, it is best, in the explanation of the goods themselves, to reflect a very satisfactory light on the management, but it is always improper to make direct mention of the plans or purposes of the management itself. The character of the concern can best be reflected by its methods of doing business, rather than by direct reference to the concern itself, its aims, ambitions and other foolish statements which are frequently made use of.

The Advertising Appropriation

All advertising should be considered as an investment and not as an expense. It is as much a necessity as the purchase of machinery for the factory or the buildings. It is a part of the selling expense, and therefore should be figured on the basis of a percentage of the total business.

There is a rule which can be given to determine what this percentage should be. In cases where the article is a specialty and a large margin of profit is earned the percentage can easily be ten times as much as would be adequate in selling standard goods. From one to five per cent should cover the advertising expense of any business. This should be figured on the basis of the last year's sales.

It should be well understood in this connection that advertising fulfills two functions. First, it protects and maintains the existing business, and, second, it secures new customers.

Manifestly the percentage required to hold the old business is smaller than that needed to develop new, and analysis of this kind will assist in determining how much money to spend, and the appropriation can be divided between old customers and prospective buyers.

The best advertising man never plunges. He recognizes the advertising factor as a business investment, and keeps it within certain limits. A steady business is more profitable than one developed by jerks, and quite frequently the securing of a large amount of business at some one season of the year has a tendency to disorganize existing arrangements, and quite frequently such business is not profitable on this account.

It is the steady, every-day pull that pays best. There are, however, exceptions, and some business meteors have shot into the horizon and stirred up things wonderfully, but by far the greater number of failures are from this class.

An appropriation should provide for steady, natural growth, and arrangements laid for different campaigns long in advance.

Short Advertising Shots

The man behind the advertisement determines its goodness, and no ad is better than the man or woman behind the pencil.

Goods are physical. Their sale is a mental transaction. Life is a procession. The thing of yesterday moves on —forever. The successful advertiser is always trimming his sails—making announcements up to the minute.

Good advertising makes a market for to-day—a reputation for to-morrow.

To the unsophisticated, life is one long succession of dreams and rude awakenings. To those governed by principle and knowledge, it is a smooth, steady march forward.

Keep a stock of ads on hand in advance of your present needs. Have a few on the fire all the time. You cannot earn dividends off your competitor's advertising—or his mistakes.

Get up steam and keep it up. Buyers will forget you in half the time it took them to find you out if you let the machine cool off.

The first requirement for writing an ad is to have a story worth telling.

No man succeeds in business primarily because he advertises. The first step is to have the business worth advertising.

A dissatisfied customer costs more than the expense of getting him interested.

Advertising a trade name is issuing an insurance policy on quality.

Be sure your message is as big as the man you want to talk to.

Never do anything in the usual way just because it is usual.

Honesty, made use of because it is profitable, is dishonesty.

If you want to get good, fresh, new ideas, change your fishing ground. Forget vesterday, think to-day.

Every day is a clean sheet. The only troubles are those you drag over from yesterday. Drop them.

The time to advertise is when you want business. The time to quit is when you are ready to step aside and give the other fellow a chance.

Your advertising is you.

If you are continually watching your competitor, you

may overlook some mighty good bets on your side of the fence.

The dull season is a good time to look through your stock—of goods and ideas.

Talk just as bravely as you like in your ads. You have a right to bark if you are telling the truth.

The value of keeping your name before the public depends entirely on what your name stands for.

Make your advertising a steady diet and not a banquet.

If any other house could scratch out your name and substitute their signature to your ad, without reducing its value, it is proof positive that there is something wrong with the ad.

When you pay two cents for a stamp be sure that the letter is worth the postage.

Retail advertising is about ninety per cent a female proposition.

Advertising is not a raft. Not something on which you can ride to success. It is the plus element of activity and strength—put in motion.

The man who is too busy to advertise is busy just being busy.

If you are really the "greatest ever," there is no use telling about it. Somehow it will leak out.

The man with the strongest and most valuable personality occupies his time talking about other people and things which pertain to his own business.

Some people are so busy being original that they have no time to be anything else. Never put any talk in your ads which you would not wish your salesmen to use.

The cost of the article need have nothing whatever to do with the price. The question is, "How much can I charge and at the same time have the customer entirely satisfied?"

It is not the power you generate but the power you transmit that counts.

Your ad should not be too good to be true. Shade it down to the point where people will believe it—even if you could speak more strongly within the limits of truth.

Advertising may be considered as half the article and half the buyer. The man who knows but one side is only half an advertiser.

The ad which does not look like the business is a misfit. If you are a funny man you have a license to use funny advertising.

The selling talk of a good salesman is mighty good gospel for the advertising man.

Advertising style that is natural is good. Striving for effect is neither good style nor good sense.

PART II

PREACHMENTS ON ADVERTISING

BY SETH BROWN

[Publisher's Note.—The following are a few articles which Mr. Brown has published at different times, and are produced by his permission.]

WHO PAYS FOR THE ADVERTISING?

There is no one answer to this question.

Under some conditions the man who buys the goods pays for the advertising.

Under others the dealer or manufacturer pays for the advertising.

Before any sensible answer to this question can be made a word or two is proper in regard to the ordinary methods of doing business.

Take up the matter from the standpoint of the manufacturer, and we find that in making up his net cost he must include a number of items such as raw materials, labor cost, overhead charges, profit and selling expense.

These are the ordinary items in manufacturing.

And now a word about price.

There is no uniform method of determining what the price of an article should be. The only rule which can be followed is to make a price which the buyer will be willing to pay and still be satisfied with his purchase.

This whole subject hinges on one word, satisfaction.

If the advertising misrepresents the article and induces the buyer to pay so much for the article that he is dissatisfied after the purchase is made, manifestly the advertising has not benefited the purchaser, and therefore it is the purchaser who pays for it in dissatisfaction.

On the other hand, if the purchaser buys an article through advertising which proves to be exactly what he expected, and leaves him entirely satisfied with his purchase, the advertising has nothing to do with the price, but is a legitimate part of the general expense of production and distribution.

As a matter of experience, it has been proven that goods can be manufactured and marketed cheaper by the use of advertising than in any other way, because advertising is the most economical method known for the distribution of goods.

Of course, distribution is and must be a part of the expense of any article, because any factory which produces goods and does not make some arrangement for bringing its product to the attention of buyers manifestly is not serving the public.

Telling the public about the article, what it is good for and how to use it, is just as much a part of the value of



A stranger in Chicago who had seen this magazine advertisement would know where to go. Its appearance in any magazine is bound to attract. It satisfies the reader that every comfort can be had at this hotel, without any extravagant use of space. Prepared and placed by Lord & Thomas, Chicago.

the article itself as the iron or wood or mechanical work put into its manufacture.

In fact, telling the goodness and merits of an article is the one thing which vitalizes the value of the product.

Of course, if buyers are limited to only a few, the advertising could be done through personal salesmen.

But where the article is one of general use and is intended for the thousands, this method becomes impossible and impractical.

Therefore, the economical and satisfactory method for telling the public what the article is good for and how much usefulness it affords is done by advertising.

Possibly the most valuable part of advertising, so far as the buyer is concerned, is due to the fact that he can buy knowingly and safely.

That he can learn with whom he is doing business, and thereby hold some particular person accountable.

This advantage is of unlimited value. It tends to increase the degree of satisfaction to the buyer, and that is in itself a large part of the value of any business transaction.

Honest advertising is paid for out of the profits of the manufacturer, and the manufacturer who does not advertise must of necessity add a larger amount to cover cost of distribution, on account of reduced output. And for that reason he must increase his selling price.

A TALK TO DEALERS ABOUT ADVERTISED GOODS

A good many dealers lose opportunities for making money through ignorance of advertising forces.

It is very well to talk about "your store," "your trade," and "your customers."

Your trade and customers are only yours after you have done the business—not before.

You want customers and can secure them economically by featuring goods which are extensively advertised.

This is the reason. A national market requires national advertising. The manufacturer who is strong enough to advertise profitably must first solve a good many problems.

The most important is right goods.

Next comes right methods of advertising.

When Mr. National Advertiser has mastered these two conditions he can produce certain definite results.

His advertising will stamp the importance of his goods on the mentality of the buying public.

Every succeeding ad makes the indentation a little deeper.

Mr. Dealer, this is your asset, if you make the right use of your opportunity.

If you talk about advertised goods in your local advertising, give them prominent display in your stores, and a kindly word from behind the counter, you will find that they can be sold more readily—with less expense—than goods of an unknown brand.

But you may say: "My customers know me and I explain to them the value of the goods sold."

Your trade knows that you don't make the goods. They, of course, believe in your sincerity of purpose, because you are an honest dealer, but why take upon yourself the unnecessary burden of guaranteeing something you do not make?

Why not leave that part where it belongs—on the manufacturer?

You can find quite enough to do in assisting customers, understanding what is best for them, and in taking care of the hundred and one things which "keeping store" involves.

You can just as well make an asset of the national advertising which is being done for goods in your line, and—

Just a minute, Mr. Dealer.

Lean down a little closer. I want to whisper a word in your ear.

Chances are a little more than even that you will serve your customers better by so doing.

Only the best goods can permanently stand the acid test of advertising.

And right goods and decent service is the secret of your ultimate success.

Think it over.

CRITICISM—ITS VALUE

Criticism is either an asset or a liability. It is never both.

It is either helpful or ruinous, depending upon the thought which prompts it.

When anyone tells you that someone else has criticized your work, ask, "What is his name?"

Not so much to know the personality of the critic, but that you may satisfy yourself as to the thought which prompted the criticism.

If your critic refuses to disclose his identity, pay no attention to his mutterings. He is either a coward or a meddler. Probably both.

Never listen to a critic who cannot suggest something to take the place of the thing he would tear down.

The greater your measure of success the larger will be your portion of criticism.

If you allow yourself to be turned aside by every wind that blows—criticisms of jealous, envious, do-nothing people—you will never get far ahead.

If criticism comes from a reliable source, from a friend or a mind courageous enough to make itself known, stop, listen, ponder, analyze, reflect.

Square up your plans according to your own ideals, but never obstruct your perspective by closing your eyes to the view-point of others.

Your chances for success depend upon your own qualifications and development.

If you keep steering your course by a hundred other charts, you will only go round and round.

There is danger in giving or taking too much advice. Nothing great was ever accomplished by a man who allows criticism to distract his purpose or becloud his ideals.

Blaze away!

The man who can do himself and others the most good is the man who has learned to mind his own business.

THE ADVERTISING VALUE OF SENTIMENT

Every person who buys goods for his personal use, or for the use of some one in whom he is interested, is influenced by sentiment.

That is, the influence cannot be reduced to a dollarand-cent basis.

Half the value of an article may be sentimental. A personal preference.

The "straight-from-the-shoulder" kind of advertising talk is all right for the selling of bonds or goods to dealers, but there is a nice, quiet influence—sentiment—which can be exerted by the writer who can convey something more than sledge-hammer facts.

It's a mighty delicate force, somewhat difficult to explain and not easy to secure, but it will sell goods at a profit and leave the buyer thoroughly satisfied.

It makes something more than merchandise out of the goods described.

It pictures them as a means to an end. An influence thrown in, which frequently is of greater importance than the intrinsic value of the goods. The writer, who can most vividly picture the little personal features of goods, their beauty, the good standing which will be produced by their possessor, their exclusiveness, their distinction from common wares, has learned a lesson that has business value. Telling how long an article will last, how strong it is and how well it is put together is all right, but all these are points of a material nature. While giving attention to this side, don't overlook the personal side—the pride side—sentiment.

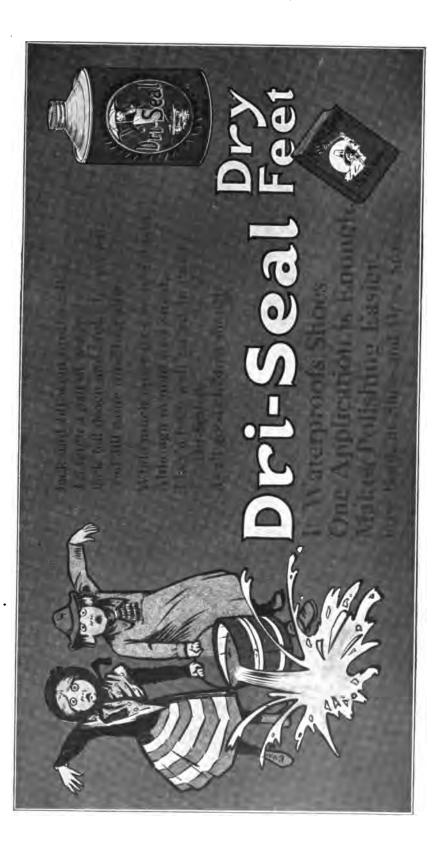
The problem of human nature is the greatest one. Many people can give accurate descriptions, but bold-faced facts seldom produce desire. Bear in mind that your customer won't admit that he is influenced by sentiment. Let him delude himself if he wants to, but do you proceed upon the theory that almost all men and all women are sentimental, and govern your advertising speech accordingly.

Make people understand that your goods carry dignity with them—standing. That the shapes are the proper kind. That your trade mark is a badge of honor. That to get something really worth while, people must discriminate in your favor.

Take, as an example, table silverware. Here are two opposite presentations of the same subject:

"These forks and spoons are triple plate on solid steel. You can't bend them, and they will wear for fifteen years. They are cheap and very serviceable."

Or this form:



Reproduced from street car cards in colors. Familiar poetry used to hold the reader's attention. The article advertised is also shown to good advantage. Prepared and placed by the Long-Critchfield Corporation, Chicago.

"This set of silverware has a charm all its own. The shapes are graceful, the carving chaste, and their use is a pleasing addition to a well-ordered dining service. They produce an atmosphere of true refinement."

Which set will the buyer prefer? Don't think for a moment that ordinary, common people are not susceptible to this kind of influence. True, its appreciation is a mark of civilized conditions, but the person with but two rooms has pride. Each step in the social strata has its own standard of desire, and almost everybody wants to shine as brilliantly as his circumstances will permit.

Mix sentiment with your advertising.

HUMAN TALK

A classification of the different kinds of advertising will reveal some funny things. There is the highly developed, super-heated writer. He is serious, solemn. He pronounces his judgment in tomb-like tones.

And now comes the ultra-educated chap. He may be just from college, and his father or uncle has made a place for him in the advertising department until he could find an opening in some important part of the firm. He will dash in a little Greek and Latin and make allusion to what Aristotle or Cæsar had to say.

Again, the funny man gets a chance. To him advertising is a supreme joke. Making fun and jingles about the



This sign is located at Michigan Avenue and Randolph Street, Chicago; is 50 x 62 feet in size, and contains 1,130 Tungsten lamps. Has a clear, unobstructed view for over a mile south on Michigan Boulevard, the automobile driveway of Chicago. Courtesy Thos. Cusack Co., Chicago.

goods is the height of his glory. Sometimes he can draw pictures, as well as write joke advertising. Great stunts, these ads. They amuse everybody except the boss, because they don't pay.

There are a goodly number of business derelicts washed ashore on the sea of business. Because back in the home town they at one time hustled for news items on the local weekly, or edited a theater program, they turn their attention to advertising until something really worth while turns up.

And who is to blame for all this masquerading in the name of advertising? The advertiser. He wouldn't let an inferior man answer a letter, but he will trust his advertising, the public talking part of his business, to any old person, so long as he is cheap and doesn't make too much trouble.

Some day our advertiser wakes up. He gets his first real lesson, and finds that smartness, solemn talk or great learning won't produce good advertising.

Human talk is wanted. When the rubbish is cleared away, and we get down to brass tacks, this advertising business is as simple as A B C.

A whole band wagon full of theories can't compete with a hard-headed business man with a stub lead pencil and a sheet of wrapping paper in getting up good ads.

Remember, human talk.

The kind that appreciates the needs of the people. The kind that talks square-toed English, with no frills put on. If in the ordinary explanation, a joke creeps in naturally,

it is splendid stuff—helps to set off the ad and gives it that real human touch that brings buyers.

Human talk.

You will have a splendid ad if you know how to talk. If you don't, get someone to talk for you, but be sure that you only employ just plain, everyday Human Talk.

THE SPIRIT OF ADVERTISING

St. Paul understood people. Besides being a good preacher, he knew the difference between a real live message and a lot of writing which does not carry, because it has no personality behind it.

He said: "The letter killeth, but the Spirit giveth life."

A dining-room, well set, with every advantage of decoration, is a ghostly place—deserted.

Put people into the picture, happy and satisfied, and those decorations become the background of a mighty effective scene.

A good many writers of advertising have never passed the "letter perfect" stage of their development. It is generally because they are stingy, small-souled individuals.

Their diction may be fine—no chance to criticise their language; but advertising is something more than fine talk.

It is the "spirit that giveth life."

Advertising is never any better than the man or woman behind the pencil.

Try as hard as you like, your lack of sympathy will find you out.

It will be reflected in your ads.

"Honesty is the best policy" is a chestnut.

There is no "policy" in honesty.

"Being honest" counts. It's the "being" which tells the story.

There is a good advertising man in Cleveland. He took a place which was formerly occupied by a genius. The new man was inexperienced. His assets consisted of a cheerful disposition, a desire to assist and a larger understanding of the heartstrings of people than any other man I ever knew.

Every ad which came from him was in perfect tune with those heartstrings. Some of them were mighty clumsy. Type and grammar was to him more or less of a wilderness.

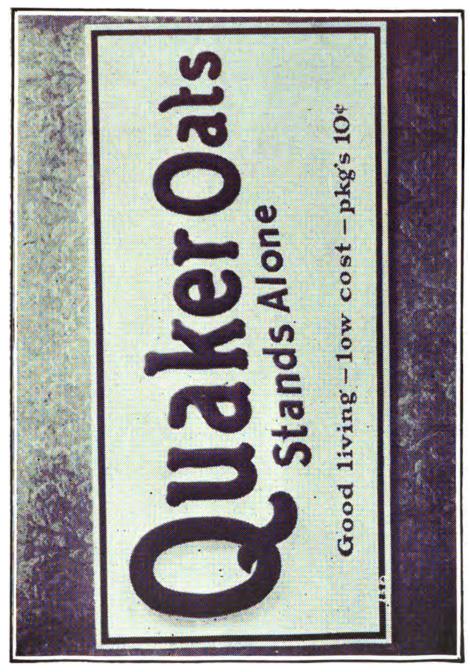
But one of his real live ads would do more good, sell more goods than a dozen plum-pudding affairs.

He spoke the language of his readers.

You can learn how to make chemical analysis from books, lectures and experiments. You can measure the distance to Jupiter and weigh the water in the ocean by mathematics.

But there is something about folks which is beyond figures.

It's the element we call human that counts. "Human" don't half express it. It's what you are that makes your ads big—or little.



Regular bulletin, 10 x 25; 40 cents per foot per month. Courtesy Thos. Cusack Co., Chicago.

An ancient writer used this combination to describe his idea of the gross or material part of people.

Melted down into one idea it is the creature—animal part of man's nature.

To some people—writers and doers of other work—this is about all there is to life and business.

Eating, drinking, amusing and display.

To others, either consciously or unconsciously, there appears another side.

The thinking, reflective, emotional, educational—the heart side.

We are all a mixture of both.

We combine some of "the world, the flesh and the devil," and some of the spiritual.

To influence people—make them accept your conclusions about merchandise, politics or religion—the first requirement is to know your audience.

To know the material side of their character and to overlook the man side, the heart side, is only to half know them.

If you wish to bring people to your way of thinking you must be able to know their desires, ambitions—the inside of their lives.

This seems, at first, a trifle difficult, but just a little thought will clear it up.

And for the very simple reason that all you have to do is to stop and think how much you yourself are influenced by conditions which cannot be weighed or measured.

The fact is we are doing things every day of our lives because there is a something down deep in our consciousness which prompts the action entirely separate and apart from all material considerations.

And these influences are the best part of our make-up.

Such influences are the birthright of everyone.

And they are just as legitimate—when decently handled—in business and advertising as in church or school.

Every advertising man has a duty toward mankind equally important as that of the preacher or lawyer.

His work deals in things tangible—aids to good living—not restricted to any one sect or class.

Good, honest, uplifting thought, mixed into the business messages—advertising—is capable of doing a world of good.

No minister, orator, politician or editor can address as many people as can a writer of copy which appears in many publications.

Speeches and editorials are more or less theoretical. The advertising man talks on a practical subject.

But his audience is made up of combination men and women. People with bodies to be clothed, stomachs to be fed and—remember the other side.

Men and women with hearts and feelings and hopes and ambitions.



This is an illustration of a railroad bulletin 10 x 48 feet in size, which costs approximately \$4.80 a lineal foot a month on a three- to five-year contract. Courtesy Thos. Cusack Co., Chicago.

By the way, the second side—the heart side—is the real issue.

It's the life side.

The other is just animal.

Now, Mr. Advertiser, don't shoot all your advertising at the animal side.

Remember the heart side.

It's the side which decides a good many more questions than you may have supposed.

INSPIRATION

Some folks dig over the ash heaps of other people's experience in an endeavor to fish out some bright nugget of value which can be utilized in their advertising and selling efforts.

Few imitators are successful—very few.

The experience of others is worth while.

Too many people confine investigation within their own particular lines.

Ideas are everywhere. Good bright new ones abound in every line.

After all an idea is a strange thing. It is a sort of trend of thought—a direction—rather than a certain plan which someone else has put into operation.

Your observation of the plans of others helps because it sets your thinking machine into motion.

But your real inspiration comes from within.

It is the result of mental activity—the net result of what you know and what you are.

Your ideas are you.

If you want better ideas—more active, original and valuable—improve your thinking.

There is nothing so broadening as kindness.

Thinking about the welfare of others is the greatest mental tonic.

This quality, combined with knowledge and an ability to give expression, constitutes force.

The kind of power which every one admires, all strive for and very few possess—in great abundance.

Browse around in facts.

Study your business, your trade and your customers, go to shows, read stories, avoid accounts of murder and crime, associate with healthy minds, and above all don't neglect the one thing for which you are supremely responsible—yourself.

If a man—or woman—tries to pollute your thought atmosphere with a tale of woe, filth, or trouble, it is a direct menace to your welfare.

Reduces your earning value.

We can help others who are in trouble without permitting their misfortunes or sins to clog up the well-springs of our inspiration.

Inspiration has value. It's worth a good deal but it costs something.

Watch your thinking and associates.

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PART III

THE NEWSPAPER AND NEWSPAPER ADVERTISING

By A. P. JOHNSON

To realize fully the value of the newspaper as an advertising medium the student of advertising must first know the basic functions of the daily press, its value to the individual, to the community and to the nation. The first obligation of the newspaper is to the people—its clientele—and to the principles for which it should stand; and advertising should be of secondary consideration.

What Is a Newspaper?

The American newspaper is a typical illustration of the free press in its true sense. It reports every act of man, every kind of thing and every shade of thought. It aims at thoroughness of statement and promptness of news service, and in news gathering ability it is excelled by the press of no other country in the world.

It is universally admitted that the press should be free in all civilized countries, but the freedom of the press does not imply that everyone should have the right to publish a newspaper. It is also necessary that one should have the means of doing so.

Reliability

A newspaper in order to live must give its readers reliable news. It is not necessary that it should say everything. The business of furnishing news to a people is like the business of furnishing them entertainment from the stage, and an outsider is unable to understand the currents of the mind of the reading public except as he may study the columns, the subjects and the methods of treating them that he finds in a modern successful newspaper.

In America the press has contributed enormously to the protection of the interests of the people, to the exposure of real abuses and to the detection of enemies of the public weal. It would be a sad day for this country, or indeed any country, if the liberty of the press to make free, frank and courageous comment on public affairs and public men was in any way curtailed.

EDITOR'S NOTE.—In view of the extended comment in other parts of this work, which will necessarily dwell on newspaper advertising, both general and retail, this article will be confined principally to an analysis of the functions of a newspaper aside from advertising. Department store and retail advertising is thoroughly covered in another volume, and therefore both text references and illustrations of newspaper advertising in this article are made for the purpose of broadening the advertiser's mind, with a view of helping him in the selection of newspapers for advertising purposes.

Men's Fall Suits

With our several different models of Suits we can fit men of practically all proportions, and in all sizes.

There are some novel changes this season in the details of cut that it will interest you to see.

We are showing a splendid line of Suits in neat Gray Worsteds, Fancy Cheviots and the new shades of Brown,

\$18.00 to \$40.00

Men's Overcoats, in Oxford, Black and Fancy Mixtures and Weaves, either Serge or Silk lined.

\$15.00 to \$35.00

New Hats and New Furnishings in the most attractive assortment to be seen in this city.

Browning, King & Co



CLOTHING, FURNISHINGS AND HATS, 191 AND 193 STATE STREET, CHICAGO.

Browning, King & Co. are consistent newspaper advertisers in many of the leading American cities. They have religiously avoided large displays and spasmodic spurts and have built up their business on the theory that keeping everlastingly at it brings the trade. The above is a fair sample of their advertising in all parts of the country. Proof from The Chicago Daily News.

In many ways the American newspapers exercise the functions of a grand jury and as such they are expected to weigh carefully the evidence before presenting an indictment to the court of public opinion. A grand jury should never bring an indictment unless the proofs of wrongdoing are overwhelming and convincing. Reputable newspapers aim to live up to this line of conduct. It is true that some do not, and the reputations of innocent men and women have been ruined by the premature publication of alleged facts without investigation and inquiry.

The Newspaper a National Power

It is evident that the newspapers of the United States are now largely responsible for the molding of public opinion. Their power in this respect is enormous, but the greater the power the greater the responsibility. This power may be compared with the power possessed by a government in its arsenals, fortifications and armies. The guns are there, the power is there and the shot is there. But no shot should be poured out until there is an actual enemy and until there has been a declaration of war. The possession of power, therefore, means the right to use it at the proper time and to withhold its exercise when that time has not yet arrived. The ideal conditions of a free press will be achieved when the newspapers reach an understanding that no one will in its columns blast the character or the good name of any individual,

A Jaeckel & G. Inporting - Manufacturing

FALL ANNOUNCEMENT

> Announce the placing on exhibit of their exclusive selection of Models from the leading modistes of Paris, and of their own interpretations of the latest fashions in furs.

> Customers will find the greatest opportunity to satisfy individual taste at prices consistent with material and workmanship.

384 FIFTH AVENUE BETWEEN 35th and 36th STREETS
TELEPHONE 2044—MURRAY HILL

A high-class fur announcement, showing taste and refinement. Such an advertisement should be placed in equally high-class papers. The use of popular mediums for high-class advertising is not always practical. Unless the advertiser has a great amount of money to spend it is advisable that he select the newspapers that reach his particular class of buyers.

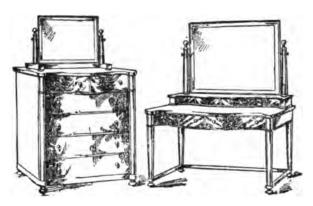
high or low, without first having carefully investigated the facts and found that such a person is a public enemy, and therefore to be disposed of as an enemy in time of war.

The American people look to the great metropolitan press for enlightenment and guidance on public questions, and therefore upon the press of this country is cast a burden of responsibility for good or evil never before realized or borne. It might truthfully be said that both the social and political fate of our country, in no small degree, is in the keeping of the public press, and it is as never before the conservator of the public weal and ultimate arbiter of our destiny.

It is now impossible to imagine a regime of government, parliamentary or representative, with monarchy or with republic, without the assistance of the daily press, as the press and political parties, whatever may be their varied forms, are the only organs of such a system of governing a nation. The press is not only necessary to praise the government, excite the people and arouse public opinion, but it is also indispensable to the government, not only in order to attract popular coöperation, but to convince the people of the efficacy of the laws, the reforms and all the acts of government.

Newspaper Influence

The influence of a newspaper depends first on its ability, and, secondly, on its independence and choice of



This newspaper advertisement is intended to inspire confidence and, if placed in a newspaper having the same qualifications, should bring excellent results. Note the list of articles on sale. The reader of this advertisement who contemplates buying furniture likely be reminded of the particular piece of furniture of which he is in need, thus the "confidence," the "re-minder," and the "price inducement" are three strong pullers in this advertisement.

THE best way for you to buy furniture is to become familiar with it before you need it; then you are sure of getting what you want when you are ready to buy.

This is why we make such a point of welcoming visitors and why we don't expect to make a sale every time we show our goods.

We have the newest and best that can be bought, and we are glad to have you keep posted on the best and latest things in furniture by spending your leisure time looking through our store.

	Regular	Special
Circassian Walnut Dresser	45.00	35.00
Circassian Walnut Chiffonier	44.00	35.00
Mahogany Dresser	90.00	55.00
Mahogany Chiffonier	80.00	50.00
Colonial Mahogany Sideboard		75.00
Colonial Mahogany China Cabinet, Mir-		
ror back and glass shelves	150.00	100.00
English Oak Sideboard		95.00
English Oak China Cabinet, full Mirror back,	90.00	65.00
Solid Mahogany Davenport	85.00	60.00
Solid Mahogany Arm Chair, to match		40.00

Scholle Furniture Company 222 Wabash Avenue

political and social policies in preference to monetary success. The latter may, indeed, accompany the former, but if it is pursued as the supreme object the paper's influence and prestige will be sacrificed. Constancy and consistency are the two great requirements in a successful newspaper. It is undeniable that the orator temporarily sways the judgment of his audience, and it is equally true that the man who has the ability to organize and control political conventions, parties and movements gains a strong hold on the public; but neither the orator nor the organizer exercises so constant and controlling an influence over the minds of the people as does the ably edited, consistent and fair-minded newspaper.

One of the chief characteristics of a fair-minded newspaper is courage—courage to espouse the most unpopular causes and to make them triumph, provided they are calculated to accomplish some good. Courage to attack the most deep-rooted abuses and to expose the most powerful of wrongdoers; courage to uproot corruption and to attack all forces which tend to degrade and demoralize the people. No man should be too great, no influence too powerful to turn a good newspaper from a courageous policy.

The American public demands a high standard for its daily papers. It is not satisfied with being informed on the news of the day, but craves after all that happens in art, science, literature, and the progress of culture. That the newspaper is a means of culture cannot be denied, when it is remembered how often its pages are filled with attractive reproductions of paintings by the old and the

J.M. Gibbing & Co.

"Correct Dress for Women."

Women's Tailored-Made Suits

"Distinctiveness" and "Exclusiveness" of "Style"—
"Honesty of Workmanship" that can only be rivaled by
the highest-priced custom tailoring—and "Value Unmatchable," are qualities that place Gidding garments quite beyond the class of the ordinary.

At \$35, \$39.50, \$42.50 and \$45 we show you such values as are not to be found elsewhere; the highest quality materials, the best of tailoring and the smartest of styles.

A plain tailored suit in any of the new rough weaves at \$35.00, a classy "Cheruit" model at \$39.50, or a fancy novelty of dark blue with splash of black at \$42.50, with coats that are in the fashionable short lengths and yet each model having a distinctive cut and set all its own—a shaped band effect at bottom of coat, or a seam at the hip line piped in braid on different material; or a row of bone buttons the same shade of material on coat sleeve or panel of skirt gives a decidedly "nifty" look to the suit that must be seen to be fully appreciated.

We also have an extensive line of Suits at \$45.00, \$49.50, \$55.00, such as Broadcloths, Basket Weaves. English Mixtures, Boucle, Zibelines, Scotch Tweed and many other materials, in as many models as you care to look at; or a beautiful Broadcloth Suit at \$59.50, coat lined with royal blue satin, velvet collar of royal blue and revers of black moire, and straight gored skirt fastened in front, with double box-plaited back; or a "Bernard" model at \$62.50 of heavy welt serge; plain tailored Velvet Suits for street wear; plain and Corduroy Velvet Suits for demi-dress, plain tailored and trimmed in broadcloth, souttache and Hercules braids and rich furs, in prices ranging from \$75.00 to \$195.00—original models and exact reproductions of foreign models made exclusively for us.

Dresses and Gowns

Misses' and Women's Party and Evening Dresses of dainty Chiffons, Silk Marquisette and Crepe de Chine, trimmed in hand embroidery and real laces in beautiful delicate shades. Prices ranging all the way from \$29.50, \$35.00, \$39.50 and upward to \$135.00.

Handsome Afternoon and Dinner Gowns of Crepe de Chine, Peau de Crepe, Chiffon overdrape, Cloth and Velvet, in imported and original models. Prices ranging from \$55.00 to \$250.00.

Smart Little Street Dresses-\$25.00, \$29.50 and upward to \$65.00.

Millinery—New importations arriving daily from Paris and London, as well as our own thever and exclusive creations.

Luxurious Furs and Fur Coats—Made of especially selected pelts and built over models designed exclusively for us.

Come in any day-every day-and keep posted on the late autumn and winter styles.

Tailored Waists

Are smarter than ever this season. The newest ideas in the white linens are those in hand-drawn work and "Appenzel" or German embroidery; also the new novelties in white and colored hand-embroidery, with front and side button effects. The new Waist termed the "Hunter's Shirt" is very mannish in cut. New line of "Forsythe" Waists, in colors to match your suit, and challis, in stripes, checks and Persian effects, are among the new arrivals.

West Sourth Street-Vine and Race

Authoritative, dignified newspaper advertisement, with price inducements. Considerable amount of text is used for the size of the ad. Less matter would have attracted the eye more readily. One-third reduction.

new masters, sketches by pen and pencil and photographic displays of natural scenes and industrial triumphs. The knowledge of the latest discoveries and the latest inventions is spread far and wide through the medium of the newspaper. The busy citizen and the thoughtful recluse in the country are alike indebted to the newspaper for the news items which interest them. Thus the great newspapers of the present day are public institutions, for they enter our daily life to as great a degree as the public school, church or the postoffice. Reaching millions of readers, the influence they have upon the beliefs, the motives and the actions of the community and of the country generally is almost beyond comprehension.

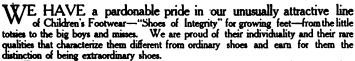
The Newspaper in the Home

The newspaper in the family is a blessing, for it is at once a source of information, an inspiration and a constant companion. The parents are supposedly educated to the extent of reading every column, though they may not always be intelligent enough to comprehend all that is printed therein, or intellectual enough to criticise justly the contents of each column. The foreign news may not interest those who scarcely know the difference between Monte Carlo and the Tuileries. The political paragraphs may have no especial significance to the woman who would prefer to read the women's column, but there is always something somewhere in the newspaper that will interest

WANTED-First-Class Shoe Salesman. Do Not Apply Unless You Are Capable of Handling First-Class Trade.

CHILDREN'S SHOES





Too much stress cannot be laid on the importance of having the little ones' feet started right. Rather than the ill-conceived idea of having the feet conform to the shee, our selections have been such as to have the shee conform to the feet, allowing

it to grow as nature intended it.

Watch Your Child's Feet

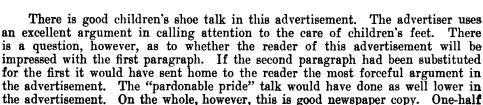
Watch the growing feet and keep them properly shod. We can fit any boy or girl correctly and comfortably, with handsome shoes that are durable and comfortable at the most economical prices—when values are taken into account.

Boys' Shoes—Sizes 1 to 51/2	\$2.00 to	\$3.50
Little Gents' Shoes—Sizes 81/2 to 131/2		
Big Girls' Shoes—Sizes 21/2 to 7	2.00 to	4.00
Misses' Shoes—Sizes 11½ to 2	2.00 to	3.00
Misses' Shoes—Sizes 8½ to 11	1.50 to	2.50
Children's Shoes—Sizes 5 to 8	1.00 to	2.00
Infants' Shoes—Sizes 1 to 5	.75 to	1.50
Infants' Soft Soles—Sizes 0 to 4	.50 to	1.00

Extra Good 25c Ribbed Hose-Special 3 Pairs for 50c

North 20th St. HILL SHOE

Hosiery For the Entire Family





reduction.

every reader of the English language. There are few parents or growing children who are now sufficiently advanced in their education to comprehend the daily news as it relates to all our national and domestic matters, or the happenings of the day; and the reading of the newspaper, with its graphic accounts, illustrated narrations, travelogues and lectures, must inevitably educate still further the parental heads and instruct the juvenile portion of the family.

Such is the power of the press to-day. Its power will increase still further when progress in education shall have increased in this country the number of newspaper readers, and this is one reason why all those who have at heart their future enlightenment and educational welfare should do their utmost to foster the press and encourage its development. A good newspaper is a great benefactor; it is like a searchlight flashing into darkness with a bright illumination. It is like a friend slipping into a chair at one's side and speaking a word of good cheer. It is like a good comrade on the road, bidding one take heart even if the road is rough, because just around the corner there will probably be a stretch of easy going where one may rest and find refreshment.

NEWSPAPER ADVERTISING

The advertising prestige of a successful newspaper reflects its standing in the community. No newspaper

Tremont St. Near West

Sixteen and Twenty Button Lengths

For Evening Wear

After a study of prices placed upon Kid Gloves in such great establishments as the Bon Marche, The Louvre, The Printemps—the great store of Paris—Chandler & Co. reached the conclusion that at certain times of the year these establishments give their customers excellent values in gloves.

Following the example of the Paris shops Chandler & Co. placed orders last spring for delivery and found that they could arrange Special "Glove Days" when it would be possible to offer their customers particularly good values—in fact at the reduced prices which they would pay in the Paris shops.

Today and for three days only they will offer Real Kid Gloves-16 button, in black and white, 20 button in white, with silk filet stitching and Cleopatra button—in these two desirable evening lengths at greatly reduced prices.

16-Button lengths, usually \$3.50.....

20-Button lengths, usually \$4.25...

Clean, straightforward glove copy, calculated to educate the glove buyer as well as to sell goods. The display is well balanced for a small advertisement. This advertisement should have brought excellent results if placed in the proper mediums. can carry an abundance of advertising unless it has the circulation to reach the consumer of the advertiser's wares.

The foregoing part emphasized the physical and mental equipment of a successful newspaper, and let it be said right here that the newspaper publisher who expects to gain and hold the confidence of his clientele must follow the same fair, just and equitable course in his business department that makes for a good paper editorially. His advertising columns should be edited with the same care that is employed by his news editors. True, he cannot control at all times the integrity of the advertiser's copy, but he has the right to protect his readers against the perpetration of fraud, deceit and bad faith on the part of the advertiser.

The Retail Advertiser and the Newspaper

The retail advertiser, who spends by far the greatest amount of money in advertising, looks to the newspapers as the most important channel through which he can reach the trade. And the newspaper publisher looks to the retail advertiser for one of the chief sources of his advertising revenue. Hence, there must be between the publisher and the advertiser a well defined relationship of good will. Retail advertising in its varied forms is covered extensively in other parts of this work, and its introduction in this article is only to the extent that it

applies to the use of newspapers. In the retail business there is need of a continuous supply of advertising. It must be continuous—not spasmodic. Authoritative statistics have proved that there have been as many failures due to inconsistent advertising as through lack of advertising. The retail advertiser plans to spend a certain sum of money during the year. This will pay for a few large displays, which would create an equal number of spurts in the rush of business. But that is about all it would do. If you use a much smaller space, on the other hand, and let your advertisement appear as often as possible, it will result in a steady amount of business, which will increase as the year goes on. Newspaper space is valuable, and requires to be carefully and thoughtfully used. Whatever the line of merchandise you are interested in, it has plenty of good features that can be shown to the public.

Take a small space in the newspaper which will reach the greatest number of people from whom you expect to draw your business, and tell in it of the good qualities of your merchandise. Speak of the desirability of possessing or purchasing your stock. Draw attention to the superiority of your merchandise. Show plainly the advantages of trading at your store. In all these particulars be sure that you stick to the plain, unvarnished truth. Tell the same story over and over again, in different words. Never have the same copy appearing twice. Keep it fresh. There is no use in sending copy to the newspaper once a month, and never changing it during that period.

Notions and Dressmakers' Supplies NOLIONS AND UPCSSINARCE OUPDITES

Windows Antone, Washed 21 c | J. of 22 and most 17 c and 17

Drugs and Toilet Requisites Comment of the control of the contro

Rousing Sale of Beautiful Ostrich Plumes

W B recurred several hundred of these magnificent large French and Willow Funnes much below established values and pass the saving un to you—an event of unusual importance because of its inectinent and remarkably low prices.

Millowy Summ, Tool Apro.

WILLOW PLUMES | FRENCH PLUMES

Mark or White | Francisco | Marke Struck - Sanger - Francisco | Marke Struck - Marke Struck -

TOYLAND SATURDAY with the largest and must interesting rabilities of Toys, Della and Scor Commy over demonstrate in our great thaid floor toy arction. Santa Claus

\$35.00 Black Russian Lynx Cat Sets for \$25.00

25.00 \$10

12.95 2.98



WANTED SILKS Very Special Values

ONO Siles, 27 inches de, new designs and col-value bound to bring a to our silk sec-le quality, yard, 28c ack Dress Taffetas and Prince
Cypies, 28 inch histor 59c
m. Silv sales, yard 59c
matter Silbs, rich jarquard p

Jepaness Silk Searfings, rich ral pullers in new color 49c

Sale of Flannels

TWENTY - FIVE has deed yards Outing Flannet, new and and flewey, weight and stylen and and flewey, weight and stylen stee, tomastron, per dispersion of the control of the 7%c grade German leads, reversible, and harder tryles, for 29c

relties, values from 10.00 to M.00. 5 00 \$25 and \$30 Handsome Dresses and Costumes at \$12.50

THE most striking styles—the greatest values we have ever offered for the money—Dresses and Costumes for every occasion—party, theater, reception and street war—made of light or dark colored measulines, occasion—party, theater, reception and street wear—made of light or dark es, velvets, chiffons, dotted colored nets, draped over Persian light with marshou edging, fancy lace yale and sleeves and 12.50 me Persian border trimmings, regular \$25 and \$30 values,

se brenan border tennungs, regular des ann den beuten.

Women's and Misses' failured Broadcloth Suits, 10.75—Extraurdinary valers at the price. Made of five quality may, breven or blade broadcloth, sens-fitting coats, 22-loch, lined with quantum chairs

in the panel front, flaring finance, all sizes for wengen and misses.

10.75

Mixture Long Coats, like cut, at 16.50 — a large variety to select from — made of quality tourist mixtures, all autin fined brandfaith, seal plant and kersey models; plaid back Sheel Coats. Some are plain tailbred, ethers effectively 16.50 trimmed, tailoring and quality equal to any 25 coats, for Menday, 16.50

rul Cloth and Finest Seel Plush Coats, \$22.50 - 200 of th

Black Kersey Melton Coats, front and sark handsomely brashed, lined to sease, unnover collect or plain tailored style of fine are sey, with relling or satin infaid of a collect or plain tailored style of fine are sey, with relling or satin infaid of a collect of the collect o

Broadcloth and Shawl Micture Costs, large amortment of new etyles. The brund-cloth models are plain tailored, guaranteed satin lissel, plaid backy, tourist 12.50 mixtures, \$15 and \$15 values, 12.50 collar, incre 21 to 4, 12,50 widers, O. 1.0.

Chief Back Court Coata at 1.8 m-1 require growth is 1 to 1 for the property of the control of the 1 for the property of the control of the 1 for the 1 for the property of the 1 for the 1 for

DRESS GOODS Remarkable Savings

ALL-WOOL Panamas inches wide, b 39c

All-west Banker Cock, it inches made, server weight for mitt. 79 c. which will be server weight for mitter and the control of the control of

Men's Underwear

MEN'S Natural Gray thirts
Men'S Natural Gray thirts
and Drawers, extra heavy
samilary feering, flat finished
sourns, all sieres, warm 50c
Men's Medisons Weight Wool
Shirts and Drawers, national
shorts and fight lare volum, flavors
thousing general, Talo
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1.35 1.00 This term will last p ten will last p ten will last p Men's Knii 16.50 Glaves, thick p

Clothing for Men and Boys



Women's \$3.00 Shoes at \$1.50



WOMEN'S Shares possensing the rayle and
quality for which you smallly
per 23—squised quyerfarently to buy Share at half
for steem and direct fishes
rest small and give metal call
limiters, laine
and hut his 1.50
ripin, par.

m's Felt Juliets, The; Woman's Knit Slippers, Abe Formen's, Misses' and Children's Felt Stappers, vari-tyles and colors, all spens, tale prices, per josts, 48s and 39c

Great Savings in Robes, Sacques, Sweaters, Etc.

Great Davings in Kobes, Dacques, Dwe Morrer Petronague, desirable level fluorer, good widths 198c and Wessen's Superior Coats, white, gray or stocked, meaning transfer to the property of the coats, white the coats, white the coats, the property of the coats of th George, much of during pink or that errord markets, redise seed reds in solid 49c are to march, horsecrow at uben Aprens, of part weekly 19c 25c

Black February 2015 Sept. Sept

Artists' Materials | \$5Set Teeth \$3 | Glove Specials CUITO and homes for the Table Command of the Table

WOMEN'S Gloves, bit brown siz, all \$1 kind, tomorn 65c 25c 35c Women's & Children's Underwear

WOMEN'S Killed Wed Verse Pants
and Egeretran Pants, in two quite
ins, for all wood, natural gray coder, the
surgical mich of the Alliance mills, 75c
warpen nich of the Allian

Special Sale of Fancy Goods

HAND made Battenberg Starft, Lunch Cloths and Coefer Peace, 30 and 36 inch time, plain or drawn work 98c senters, values to 1.75, thous, 98c

transfer Faltered Pillers Miga, could of transfers Provide variety of the water, special Membry a 59c.

Stanged Resulties, such at membrane states are stated to seather the section. Membry a special transfers and down in 19c.

Bern Maria Landa Carlo.

Deep Warth Landa Carlo. Generalists.

Generalists.

Drawn Work Launch Clothe, 54 and 63 and 63 and 64 and 65 a

Sale of Thanksgiving Table Linens Everything for Thanksgiving

IRISH Linen Satie Damask Fat-ters Cloths, sturdy quality, the 7188 inch his 2.751 the 2.25

Stoves and Thanksgiving Kitchen Needs

Dinner at Substantial Savings

Read Manday papers for details of great Thanks-giving sale of turkeys, ducks, goese and chickens



| Continue | Continue

\$35.00 Haviland Dinner Sets at \$15.95

Less Than Half Real Value.

HAVILAND China Dinner Sets, like vat, 100
pieres, made in Linsges France, leantilal apple bissaori decreation, test core HAVE could be under in Lineages France, being the former of the first state of the first Pienes Seta, 181 passe. Hardand think those inferd spring paid fraced, legis fearful bands decuration of pair bads, 8.95 weight seen. 864 rat. 5.45 reliably treed, register 12.00 reliabra, new 8.95. to, spend Monday at 5.45

Big Reductions on All Odd Lots of



| 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 | 1.15 |

Bedroom Furniture



A veritable directory of all human needs, and as necessary to a newspaper as its articles of news. The American housewife looks to the department store advertising with the same if not a greater degree of interest than she displays in reading the social columns. Millions of dollars are spent annually in the daily newspapers by this class of advertisers alone.

Be Natural

In your newspaper space you should say things that you would say to the customer who comes into your store. If you are at a loss what to say, just spend a little time each day in listening to the arguments used by your salesmen. If these are effective in selling goods in the store, they will be just as effective in selling goods through the newspaper publicity. It is the continual repetition of your story in new words that will eventually impress upon the public the fact that when your class of merchandise is wanted your store is the place for it. Never let the public have a chance to forget you. Be always at it, telling them about what you have to sell, its character and quality. The newspaper of to-day is good for only a short time. As soon as the next issue is published the previous one is dead.

Newspaper advertising should be store and merchandise news. What would you think of a newspaper which contained the same news paragraphs day after day? It would soon cease to be of interest to you, and your daily cent or two cents would be spent on another paper. Get the public into the way of looking for merchandise news in your space, and there will soon be a ready response to your appeals for their patronage. If you follow this plan, the writing of advertising copy will become a pleasure, and will result in extra profits and popularity for the store for which it is written. It is unnecessary to say here that the merchandise and the store must be in line with the



Oriental Rugs

A SALE OF UNCOMMON INTEREST,

emphasing in the most forceful way the importance, extent, and VALUE GIVING possibilities to be found among Vantine Oriental Rug importations, which include every known weave from the provinces of India, Turkey, and Persia.

In all our 60-year rag importing career, we have never presented more inviting offerings in noteworthy specimens—NEVER have assortments been more comprehensive—facts which intelligent comparison will readily verify.

Your inspection of ALL the values is cordially urged, the following being REPRE-SENTATIVE ITEMS—NOTHING MORE.

Beluchistan & Shirvan R	uge 10.00
Average size 3x5 feet Good value at \$15.00	10.

Shirvan & Beluchistan Rugs
Average size 3.625 feet
Formerly \$20.00

Antique Daghestan & Beluchistan Rugs
Average size 3.6±8.6 feets
Formerly priced at \$28.00

Antique Mosoul & Guendje Rugs 20.00
Average size 427 feet
Former prices \$30.00 to \$35.00

Kermanshah & Sarouk Rugs 37.50

LARGE SIZES IN ORIENTAL RUGS A FEATURE.

Fine Persian Gorevan Rugs | Fine Persian Mahal Rugs | 8.9x12.7 | 200.00 | 100.00 | 8.5x11.6 | 120.00 | 75.00 | 9.2x12.5 | 250.00 | 125.00 | 8.10x12.3 | 150.00 | 95.00 | 12x15.5 | 260.00 | 175.00 | 9.9x13.7 | 225.00 | 135.00 | 11x15.7 | 340.00 | 200.00 | 11.4x14.8 | 275.00 | 150.00 | 11.8x18.4 | 500.00 | 300.00 | 11.6x17.5 | 350.00 | 175.00 | 11.6x17.5 | 350.00 | 175.00 | 11.6x17.5 | 350.00 | 175.00 | 11.6x17.5 | 350.00 | 195.00 |

A. A. VANTINE & CO. BROADWAY, Bet. 18th & 19th Sta., N.Y.

An unusually good rug adver-When advertising a tisement. business containing as many varieties as are known in Oriental Rugs, it is well not to cover too great a number at the same time. The writer of this advertisement has crowded a great deal of advertising in a small space. Few rug stores can do this safely. It would be better to take two or three specialties and say something regarding their particular value, method of purchase, reason for reduction, etc. With a store as well established as Vantine's this may not be necessary. One-half reduction. advertising. This is a foregone conclusion. Make your advertisements different from your neighbors', but let the difference be a reflection of the store itself, not a reproduction of its owner's eccentricities. There may be a wide difference between the individuality of the establishment and the personality of the merchant. The advertising should represent the business, not the man.

Illustrations

Not among the lesser features in the development of advertising has been the increasing importance credited to illustrations, mortised advertisements. and striking border and rule effects.

That department store advertisers, whose work produces the most direct and generally the most voluminous results of any advertising almost invariably include in every advertisement a number of cuts is possibly one of the strongest arguments that might be put forth in favor of the "pulling" power of illustrations. "Include descriptions, a price, and, above all, a good cut," said one well-known retail advertiser to a friend who had come to him for suggestions. "Never publish an advertisement without a cut" is the standing rule of another.

In the retail field considerable attractiveness and novelty are contributed by the clever advertising artists to the illustrations of more or less commonplace merchan-

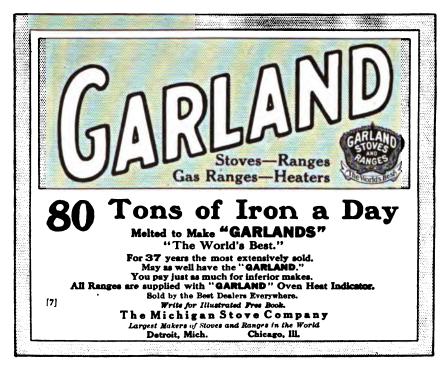


A striking general newspaper advertisement, combining the best ideas of attraction, copy and arrangement. No reader could look through a newspaper containing this full-page advertisement without being attracted by it. The copy is tempting and convincing. Prepared and placed by the Long-Critchfield Corporation, Chicago. Photographed from proof from Chicago Daily News.

dise, such as dry goods, outer garments, hardware, house furnishings, etc.

The connection between "copy" and "illustration" should always be close, and yet natural. There should be no straining to make the text fit the cut, or vice versa. Both should be primarily adapted to the commodity in question, and it naturally follows that they will therefore fit each other. In retail advertisements reference should be made to the picture by such phrases as "tailored like illustration," "as shown in the picture at the right," "as depicted in the illustration," etc. In the general advertising the illustrations should embody some element directly suggestive of the commodity advertised. name of the advertiser, his address, and a leading feature of the commodity should also stand out boldly, either as a part of the illustration or in the text matter of the advertisement.

Every commodity possesses some determining feature or combination of features. In clothing it is style and durability; in savings banks it is interest and security; in mail orders it is the facility of the mails, combined with the principal feature of each particular item; in office systems it is simplicity; and so on. These are the primary features of such things. Everything else has likewise its basic characteristic. If the advertiser, when working out the illustrations for his advertisements, will, instead of going afar off, study over his particular commodity, analyze it down to these basic features and employ them as the controlling elements in the creation of his illustrations,



A familiar general newspaper advertisement. This great stove company has been built up by consistent newspaper advertising. Prepared and placed by Lord & Thomas, Chicago.

he may produce something that will stand out prominently and favorably against its neighboring advertisements, and that will be fairly certain of bringing results; that is, of course, providing that the artist has worked in the other elements of a good advertising illustration.

Catch Phrases

Catch phrases are commonly used to good advantage in the advertising of both manufacturing and retail trade. Popularizing a catch phrase for a retail store is a matter of no great expenditure. All that the merchant needs is a little time, a little persistence, and a good phrase. The latter ought to express some characteristic feature of the store itself, or some strong point in its policy.

The catch phrase is a sort of verbal trademark. When first evolved and put into the advertising of a retail store, it may look as unpromising as a new-born kitten. But give it a chance to grow. Let it sink into the public memory. Nothing in the advertising line costs less to popularize, and nothing has so great a cumulative value for the retailer.

Experience teaches that the very best advertisements printed are those which present in a clear, forcible, convincing manner the salient points about a product; the points which have actual selling value, and which create in the reader a desire to purchase. Such text as this, combined with good type selection and artistic illustration, will

produce the sort of advertising that can be depended upon to yield results and to give prestige to the concern which uses it.

GENERAL NEWSPAPER ADVERTISING

The daily newspaper is also one of the most important advertising mediums for the manufacturer or for the socalled general advertiser. For this class of advertising the newspaper is practically indispensable. It accomplishes certain definite, quick results, as no other medium To use the daily paper intelligently, the manufacturer or the general advertiser must study most carefully his own selling conditions. He needs facts of all kinds upon which to base his judgment. The daily paper gives him general publicity, or prestige advertising, like that of magazines, street car cards, painted boards, and other excellent advertising mediums. But it is capable of much more suitable and refined use. It is used by the manufacturer to work out his so-called "salvation"—to swell his sales, and to prevent inroads of competition. Conditions vary in each community, and the daily paper offers the means of talking to the community in its own terms. Francisco, St. Louis and New York represent entirely different constituencies. Every manufacturer's problem will vary in these three cities. Good advertising in New York is apt to be bad advertising in Chicago, or in San Francisco, and vice versa. For this reason, the daily newspaper, with its localized circulation, presents an elastic medium.

What Color Scheme Are You Going to Use On Your House?

That's always a hard matter to decide.
Colors that look well on the cards are often disappointing on the house. It isn't the fault of the colors, but the fault of hasty or ill-advised selection.

The style of your house, its size and location — and location — all ought to be considered before you decide.

you decide.

Then there are certain color laws to be remembered.

Light and dark colors are intensified when used

together. Red and orange, blue and green, yellow and crimson do not blend well.

Simplicity and gradual gradations of color secure the most harmonious effects.

It is a part of our business to help our customers solve their paint problems.

A conference with us before you paint may

save you dissatisfaction afterwards. It certainly will save you money if you buy your paint here.

We carry Lowe Brothers High Standard Liquid Paint, which insures best results. It is all ready for the brush—a tested, machinemixed product of extreme fineness. Comes in a wide variety of rich and lasting colors.

Paint Products for Every Purpose

For interior work, and all paint purposes, there is a "Little Blue Flag" Paint, Bnamel, Varnish or Stain. Come in and learn how they will renew your rooms at small cost. Remember the benefit of our experience and advice is freely offered to all—even if you do not buy a dollar's worth of paint.

Floor Paint
Cardal tests slow Love Brothers'
Floor Paint leads in wearing and corering qualities and meets every toquaransent most sufficiently.

Mellotone
A weakhel far peint looking the
ster colors. For interiors. "Soft as
re rathlow their." Any desired color
combantion. For walls, celling,
nodwork, on melal, piester or paint.

A stain reproducing the colors and effects of hard wouds. For floars, woodwork, furniture. Made from permanent non-lading pigments. Try graining for old floars.

Vernicoi

Your Own Name Here

This advertisement is one of a series prepared by a paint manufacturer for his dealers, with a view of exploiting his products to the dealer's trade. The family group in the cut gives the necessary "human touch." The heading asks a question of moment to all home owners. Prepared and placed by Mahin Advertising Co., Chicago.

It means the kind of individual work that counts quickly and effectively.

The traveling salesman is another potential force in the shaping of advertising plans, and must be carefully considered when money for advertising is spent in his territory. He fights to secure for his house an opening wedge, or to prevent the inroads of aggressive competition. Backed by the power of daily newspaper advertising, prepared and fitted to meet the difficulties he encounters, he is already introduced to the prospective buyer of his merchandise, whereas under ordinary circumstances and without advertising he may not even secure an audience.

Business is getting more complicated every day, to say the least; and the comparatively recent study of advertising has made necessary departures from the salesmanship which was effective a few years ago. The salesman of an unadvertised line must meet the most forceful and effective competition he has ever known; and the best he can do is to surround his preserves with the strongest armor plate of personality, that he may hold his trade against the powerful guns of his advertised competitor.

Not a Substitute for the Salesman

A shallow consideration of the subject of general advertising by the manufacturer would lead one to think that advertising might to some extent take the place of salesmen, and might result in the employment of fewer travel-



The value of combining forceful illustration with the text matter is brought out in this newspaper advertisement. It gets the eye and then tells the story. This advertisement will "stand out in company" and will be seen wherever it happens to appear on a newspaper page. Prepared and placed in southern papers by the Crockett Advertising Agency, New Orleans.

ing men or business solicitors. The very reverse is true. The results of a comparatively few years of advertising have been that many manufacturers and business institutions have been compelled almost to reorganize entirely their sales force, to meet the changes and departures caused by the greater business activity which has followed.

While advertising does sell goods, one of its greatest functions is that of coöperation. It prepares the way for the traveling man, walks by his side, and introduces him to the merchant. It stands by his elbow when he shows his samples, increases his orders, and guarantees his merchandise. As a persuader, it has entirely supplanted the riotously spent night, the booze-fighting, and the expensive cigar. If it has not entirely supplanted these, it has made them absolutely unnecessary. Manufacturers' general advertising in newspapers, magazines, and in all forms, is raising up a new order of salesmanship. It is creating a new profession, which realizes that more goods are sold by hard study of the peculiar circumstances which surround the prospective customer than by an enticing invitation or by boastful talk in the sample room.

What Newspapers to Use

If close and diligent study is made along the above lines, the problem of what newspapers to use becomes more and more simplified. Few advertisers, either retail or general, use all the papers in a given city or community. MAN who tires of a suit before it becomes unfit for service, is better satisfied than another who buys a suit incapable of giving such service.



Sophomore Clothes are your insurance against disappointment—your guarantee of long enduring service and satisfaction. Wear

Sophomore Sothes

the all wool clothes, hand-made by experts.

Sophomore Clothes are distinguished by their snappy, aggressive style, and by the permanence of their shapeliness.

High shoulders, broad and well concaved, collars that snugly fit the neck, chests that are deep and full, fit and finish that is absolutely unparalleled;—these are but a few of many features that have combined with exclusive style to make Sophomore Clothes irresistable.

All the latest patterns, fabrics, and sizes.

Let us show you our big line. You will not be made to feel that you must buy, but if you do, the clothes will gracefully drape your figure—they will give long enduring service, and an over-running measure of satisfaction. We guarantee it.

\$18.50 to \$40.00

Dealer s Name Here

One of a series of dealers' newspaper advertisements that created favorable comment in the Pacific coast cities. This advertisement shows just enough well-arranged white space to be attractive regardless of its neighbors appearing on the same page with it. It is strong in that it further appeals to the human interest, dwelling in the first paragraph on a mental attitude with which every person is familiar. One-half reduction. Prepared and placed by the Mahin Advertising Co., Chicago.

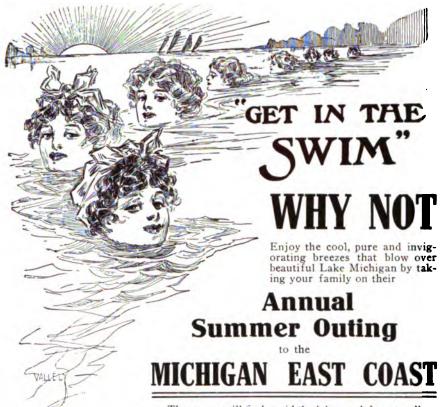
The primary reason for this is that their financial appropriations are not sufficiently large to buy a representative showing in all the papers; hence the question arises, What particular papers should be used?

The first thing that an advertiser should ascertain, when deciding where to place his copy, is, how many people it will reach. Years ago, the publishers of newspapers did not feel it necessary to state the amount of their circulation. Whatever may have been the reason for their attitude, is hard to understand, and now has little bearing on the question. Suffice it to say that it was an injustice to the advertiser, who bought and paid for an article with no assurance that it was delivered.

At the present time, few of the so-called standard newspapers show any hesitancy in proclaiming "to all whom it may concern" the number of papers they sell. The advertiser is entitled to know what he buys, and therefore "known circulation" is the first thing to consider in placing newspaper advertising.

Know What You Buy

The quality of the circulation is the next thing to be considered. Pick out the paper which you have reason to believe is read by the class of people whom you wish to reach. Make the publisher show where his paper circulates; for it will not pay you to advertise a high-grade article in a cheap community. See that your advertising



There you will find, amid the lakes and forests, alluring opportunities for a healthful and invigorating summer outing. You can enjoy every minute in fishing, boating, bathing, golfing, motoring, etc., as well as obtain comfort in the many hotels and boarding houses, where superb meals are served to satisfy the inner man.

WEEK END TRIPS AT LOW ROUND TRIP FARES

can be obtained Friday afternoons and Saturdays. Good for return Monday.

SATURDAY'S SPECIAL leaving at 1:30 is a convenient train, carrying parlor and lunch car for all points to Holland and Ottawa Beach. (Return Special leaves Holland 4 p. m. Sunday, arriving at Chicago 9:05 p. m.)

For detailed information telephone, write or call at our

City Ticket Office—206 South Clark Street Telephone Harrison 4788

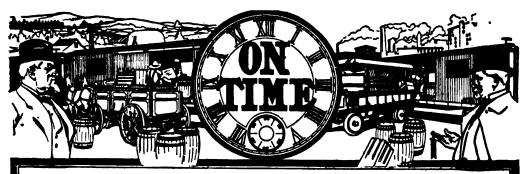
W. E. WOLFENDEN, G. W. P. A.

Pere Marquette Railroad

A newspaper advertisement with a striking, original illustration which strongly conveys the idea of summer lakes and vacation days, and which serves to attract attention to the accompanying text, which makes the reader long for an outing. Prepared by Howard Advertising Agency, Chicago.

is seasonable. Do not experiment in trying to sell heavy underwear as a part of a summer vacation wardrobe, or straw hats at Christmas time. The public cannot be made to invest its money for unseasonable goods, even if you offer an inducement for it to do so. See to it that your advertisement gets the proper care and attention in the newspaper offices. An up-to-date publisher should be as anxious to bring you results as you are to get them. But do not try to make him break his rules for your particular benefit, for if he is a good publisher he will not do it, and you will be put into the class with those who will have to be satisfied with what they get.

Place your advertising in the newspaper that retains the confidence of its readers to the same extent that you keep faith with the public in your advertisements. A newspaper that publishes the advertising of unscrupulous merchants who make false and exaggerated statements, that carries fake and fraudulent advertising of schemers and of get-rich-quick concerns, is not the paper for you to use. A large circulation may give a paper a temporary advertising value, even though its columns may be filled with fraudulent advertisements; but it doesn't take long for the public to learn the real character of such a paper. And when the reaction comes the regular advertisers in that paper will suffer in the same proportion as does the paper itself.



How Burlington Service Is Moving Freight on Record Time

The safe and speedy distribution of the necessities and the comforts of life has long been one of the most momentous problems of modern civilization.

The movement of merchandise from the great manufacturing centers to consumers everywhere, and the transportation of dairy and farm products to the hungry markets of the cities "ON TIME," is a question that has attracted the attention of the world's most efficient men.

Burlington Freight Service, which has perfected a system of freight movements on record time between Chicago, the Pacific Coast and intermediate points, is the remarkable result of years of study and experiment with through routing and the consolidation of trains, by the master minds of railroading.

Maximum Speed-Minimum Transfer

The chief difficulty to overcome has been the elimination of time waste and possible damage through continuous transferring of merchandise from car to car at points all along the line.

points all along the line.

Burlington Service, through the perfection of its trackage, its fine equipment, its block signal systema, and through the great volume of freight which it handles, inaugurated a series of through merchanise cars between Chicago, Seattle, Los Angeles and San Francisco, Salt Lake City, Billings, Denver, Omaha, St. Paul and Minneapolis, Kansas City, St. Louis and other points. And a perfect arrangement for delivering cars to connecting lines on THEIR schedule time.

The result has been a freight service

The result has been a freight service which in effic ency and speed is a splending parallel to Burlington Passenger Service. And Burlington trains are now transporting the dairy, grain and other products of the farm to the cities with the some dispatch and the same efficiency with which they are moving the dry goods and manufactured products of the cities to the people of the country.

The Immensity of This Service

Burlington Freight Service represents more than 9,000 miles of track between Chicago, the West and the Northwest, traversing elements great states and reaching 1,130 municipalities.

About 100 rapid and splendidly equipped freight trains move over this immense system every day is the year with the precision of passenger service and the very lowest minimum of transferring and time waste that has sur been possible in modern railroading.

55,000 freight cars are constantly feeding the products of the world to 1,130 cities and surrounding territory along the lines of the Burlington Route

Only the tremendous demands of such a great number of healthy and fast growing cities for the necessities, the comforts and the huxuries of life could stimulate the need for such a remarkable freight service, and only the unitimited resources, splendid organization and perfect equipment of such a road as the Burlington could make it a

The Public Vitally Interested

Every man, woman and child in the country is concerned in the proper movement and distribution of freight, for upon its successful and expeditious handling depend the food supply, the safety, the very existence of all the people.

The fresh vegetables and fruits which grace your table, still wet with the dew of the country, represent the wonderful speed of Burlington Preight Service. Your ability to enjoy, when you want it, the handiwork of craftsmen a thousand miles away is a tribute to Burlington Service.

Whether you are a continuous shipper of merchandise, or whether you merely make one or a few shipments of freight a year, oven if you seer have occasion to make a freight shipment, you owe yourself the advantages which a study of the handling of freight affords. At least, you owe yourself the hencelede of what a great railroad—THE BURLINGTON ROUTE—is doing to bridge the distance between you and the consofters of life.

For freight information on any subject, write or telephone



C. A. JOHNSON, COMMERCIAL AGENT
Burlington Route, 1120 Commercial National Bank Building

CHICAGO

One of the series of successful freight advertisements which appeared in Chicago papers. Two-thirds reduction. Prepared and placed by Nichols-Finn Co., Chicago.

Don't Put it Off Until Night

Carry Cascarets with you—in pocket or purse. Take one the moment you need it

In the old days of harsh physics, one took them at night—to miss the unpleasant effects.

But Cascarets bring no griping, no pain. Their effect comes largely from an extract of bark—the best bowel tonic known to medical science.

They are dainty and palatable—sweet candy tablets; yet they are immensely effective.

The thin box can be carried in the vest pocket or purse. When you feel that the stomach or bowels need help, take out a tablet and eat it. Save the day — end the trouble at once. There is no need of waiting until night.

Let us send you a box. Learn how effective they are, yet pleasant and gentle. Millions of people have ceased the old-time harsh physics and are using candy Cascarets.

One Box Free

We will gladly mail you one fullsize box for trial—only one to a family. Please send us your address—now before you forget it and let Cascarets themselves prove their merit.

> Sterling Remedy Co. Wheeling, W. Va.

Cascarets are sold by all druggists-10c, 25c and 50c per box.

964

The Sterling Remedy Company through its newspaper advertising of Cascarets is a monument to the efficacy of general newspaper advertising. It is the largest institution of its kind in the world. This is one of a series of "all-type" advertisements which appeared in nearly all the leading newspapers in the United States. Prepared and placed by Lord & Thomas, Chicago.





These two advertisements are striking examples of what can be accomplished in small space. They are forceful ads that attract the eye and hold the attention. These advertisements show thought and study along psychological lines. They have appeared in nearly all leading papers. Prepared and placed by The Federal Advertising Agency, New York City.





This black and white effect makes 50 lines look twice the size. Part of a familiar series appearing in leading daily papers. Prepared and placed by H. W. Kastor & Sons Advertising Company, Chicago, St. Louis and Kansas City.



Lime and sand plastering cannot be depended on—you know that, but probably don't know the remedy.

Use a modern Gypsum Rock Plaster, and you will have no wall nor ceiling troubles—especially if you apply it over some good plaster board instead of fire trap wooden lath.

Climax Wood Mortar



Climax Wood Mortar is a G. R. P. quality brand of Gypsum Rock Plaster. It is scientifically prepared and makes a hard and safe wall. It is a non-conductor of heat and cold, safeguards the building against fire, and prevents those big repair bills that every owner dreads.

As very few understand the real facts about plastering we have published a little book that you can have for the asking. It tells you the truth in plain English about the difference between good and poor plastering, and no one interested in building should be without a copy.

Send for the book today. A postal card will do.

Grand Rapids Plaster Company, Grand Rapids, Mich.

Makers of

Climax Wood Mortar Superior Wood Fibre Plaster Hercules Wall Plaster Gypsum Wall Plaster

Sales Agents for Sackett Plaster Board.

Strong, attractive newspaper copy. Text and headlines well balanced. Prepared and placed by J. Walter Thompson, Chicago.



Just a Plain Slice O'Bread and Butter

Tastes "awful good" to the kiddies. How about your bread and butter? Seems to taste entirely different from those after-school slices—doesn't it?

Then you must get the HOLSUM habit. HOLSUM is the bread that brings back to grown folks the old zest for just a plain slice o' bread-and-butter. HOLSUM is mixed and raised and kneaded and baked clean, pure and right. Home hands and kitchen and oven can't do it as perfectly.

Every loaf comes sealed against odors or anything unclean. Costs 10 cents a double size loaf that cuts the best shaped slice. Sold at good groveries.



Baked by

The Young & Swain Baking Co.

Simplicity is the strong point in this advertisement. The figures of children in their natural poses are about as likely to attract the attention as any other form of illustration. Prepared and placed in newspapers by Long-Critchfield Corporation, Chicago.

Artistic newspaper copy and arrangement. One of a series of profitable piano advertisements which appeared in Chicago newspapers. Prepared and placed by J. Walter Thompson Co., Chicago.



It is the name of a famous

The Vose Piano is the result of over 50 years of constant study and effort to make it perfection in tone, design, and construction.

When you buy a Vose, you buy what is most attractive in a piano.

The Vose is a quality piano through and through.

Its individuality of tone characterizes it above all else.

<u>We Invite You to Hear</u>

the Vose Pianos-Uprights, Grands and Little Grands.

Our salesmen are thoroughly informed and will gladly point out to you the features of these distinctly superior instruments.

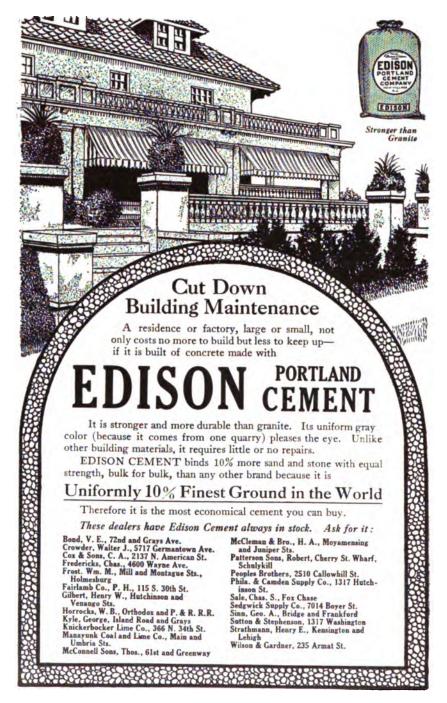
There are many Vose Pianos in good use today, after giving lasting satisfaction for three generations in the same family.

Many styles and kinds of ex-cellent standard makes which have been taken in exchange offered at very low prices.

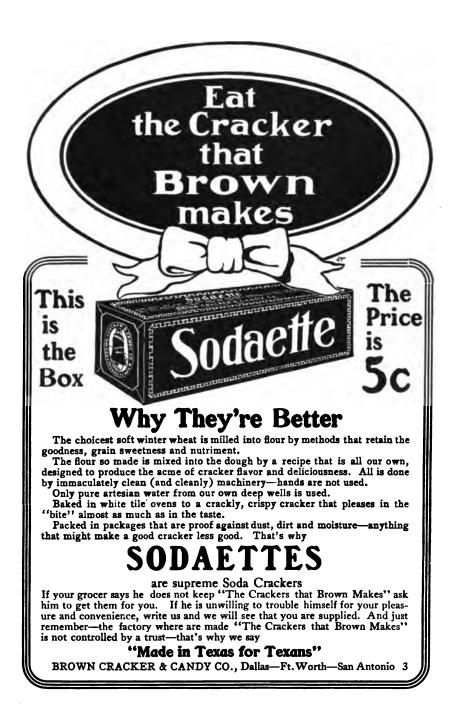
You may pay cash or by easy term payments, just as you wish.

Good pianos rented at \$3.50 the month.

Vose & Sons Piano Co. 246 Wabash Avenue, Chicago.



An attractive illustration and a few interesting facts well presented. General effect of advertisement is pleasing. Prepared and placed by George Batten Company, New York City.



A good headline and illustration which shows plainly the article for sale, followed by copy detailing the method of manufacturer to substantiate a claim of superiority. Prepared and placed in newspapers by D'Arcy Advertising Company, St. Louis. Mo.

Life

Life from now on will be one constant effort to keep cool-to quench that summer thirst and to drive away weather weariness.



Full of life-sparkling as wit and with not a dry touch to its wet vigorousness. The cooling, satisfying, thirst-quenching beverage.

Delicious --- Refreshing Wholesome

5c Everywhere THE COCA-COLA CO.

Atlanta, Ga.

Send for our interesting booklet, "The Truth About Coca-Cola"

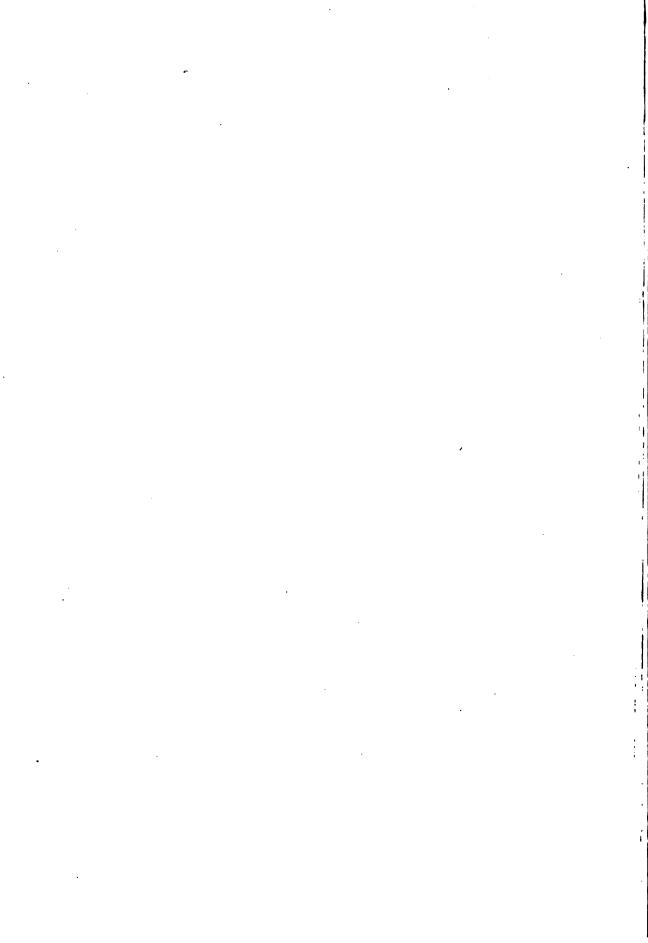
Whenever you see an Arrow think of Coca - Cola A good illustration and typographical display, which enables the reader almost at a glance to grasp the essential points the advertiser is aiming to impress. Prepared and placed in newspapers by D'Arcy Advertising Company, St. Louis.

From and back cover of one of the most cool far of the present day mouthly magazines. No expenditure is spared and no color overlooded by the high class, legitime to overlooded by the high class, legitime to use against in giving its readers the color of that can be produced. There is not a color of which he home, a cuter colorator, or a finer exponent of colors pullbeity.



Front and baccopal copular of the gaines. No expandent overlooked mate magazines hast that can baccome welcome better estuentor, high class public public class public policies.





Front and back cover of one of the most popular of the present day monthly magazines. No expenditure is spared and no effort overlooked by the high class, legitimate magazines in giving its readers the best that can be produced. There is not a more welcome visitor to the home, a better educator, or a finer exponent of high class publicity.

Front and back cover of one of the most popular of the present day monthly magazines. No expenditure is spared and no effort overlooked by the high class, legitimate magazines in giving its readers the best that can be produced. There is not a more welcome visitor to the home, a better educator, or a finer exponent of high class publicity.

Everybody's Magazine

15 Cents January





Whoever has experienced the pleasure and satisfaction from the use of a Peerless Car, with its freedom from noise and vibration, its grace of outline, luxurious appointments, and responsive mechanism, has a new standard by which to judge the merits of motor cars

You are invited to visit our display at the Automobile Show at Madison Square Garden, New York, January 7th to 14th, 1911

The Peerless Motor Car Company, 2441 M East 93d Street, Cleveland, Ohio

Licensed under Selden Patent

PART IV

THE MAGAZINE IN NATIONAL ADVERTISING

BY TRUMAN A. DE WEESE
Director of Publicity Shredded Wheat Company

I am asked by the editor of this work to write on the magazine in national advertising. One could not write on national advertising without particularly emphasizing the magazine. It is all there is to national advertising. The newspaper is supreme in the local field. There is no longer any conflict between magazines and newspapers as to which is the better advertising medium, except when a superficial advertiser gets the notion that newspapers are rational mediums and tries to make them do something they are not organized to do. If you were to advertise in every newspaper in the United States, you might be doing national advertising, but that wouldn't make a newspaper a national medium. The circulation and influence of a newspaper are circumscribed by the boundaries of the city or county or district in which it is published. The magazine knows no boundaries except the boundaries of civilization. Its field is the human race.

Magazines are the artillery of advertising; newspapers

are the infantry. By shelling the citadels of Doubt, the big guns of the artillery can bring on an engagement. Shelling the consumers will quite often force a capitulation, but detachments of infantry thrown against the weaker places is good strategy in publicity warfare. The big guns of the magazine artillery have more carrying power, but it is the constant "ping-ping" of the newspaper infantry that drives the purchasing public into places where the goods can be bought.

A Creator of Demand

The magazine creates a demand for a commodity through national advertising. The newspaper localizes and focalizes this demand by bringing the consumer to the door of the local dealer. Intelligently used, the newspaper may crystallize the national fame of a trade marked commodity into actual sales at the various points of distribution.

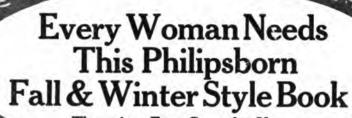
The Postmaster-General says that every time we lick a two-cent stamp we are paying one cent toward the cost of transporting the periodicals of the country. And what of it? Isn't it just as easy to lick a two-cent stamp as a one-cent stamp? The gum doesn't taste any better on a one-cent stamp than it does on a two-cent stamp. The periodicals have to be paid for, and it is easier to pay for them in this way than it is to hand out the cold cash for them. Besides, some one has to pay the cost of sending roll-top desks, pumpkin seeds, and laundry bundles

through the mails on Congressional franks. Why not let the magazines pay for it? They are rich, and can afford it more easily than the newspapers.

The evolution of the modern magazine from a monthly mirror of fashion—a purveyor of patterns for female apparel—into a positive force in government and politics, is the most interesting chapter in the wonderful story of twentieth-century journalism. It is a far cry from Godey's Lady Book to the modern magazine, which is a recognized force in politics and business. More interesting than this, however, is the story of the great national enterprises and industrial establishments that have been built up entirely through the advertising pages of the modern magazine.

Originality of Magazine Advertising

Any comprehensive survey of the creative power of magazine advertising would embrace a history of our industrial progress for the last quarter-century. The great specialties that have contributed to the convenience, comfort and luxury of the human race have been launched and developed through national advertising. After these specialties have become staples, in common use in millions of homes, we are apt to forget the circumstances of their origin and the manner in which they were started, through magazine advertising. It is easy to recall the names of many commodities originated, introduced, and brought



There is a Free Copy for You

It is the one authoritative style guide devoted to women's ready-to-wear fashions exclusively

It has been prepared and published for your benefit, and now a copy is waiting for you to claim it.

TS contents will afford you hours of genuine enjoyment and a bost of useful, dependable and practical style information.

One copy is intended for you —it is your property — you can claim it by just mailing a postal saying that you are interested and would like to have it. pair maning a postar syring mar you are interested any would late to nave in. It will be a genuine pleasure for you to call this style publication, your own and to review at your leasure its most brilliant display of Fall and Winter modes. In addition you can purchase any your langu dictates, any of these new, smart and elegant styles, and you will be dressed as fashionably as the best givened women in the large metropolitan clies, at the very lowest prices ever quested, for which the House of Philipsborn is famous. The illustrations in this book are not pictures of fancy—in descriptions follow the detail, of the respective garments to the smallest points. It offers you the most varied selections pussible in LADIES MISSES GIRLS AND CHILDRENS

ove you; will state the materials and colors which you favor must, we will also send you you of the season's facet falmes.

PHILIPSBORN, The Outer Garment House





Striking artistic effect is hard to obtain in both newspaper and magazine advertising unless at a great expense to the advertiser. When such expenditures are made and the advertisement is inserted in equally high class publications, the investment will be a good and profitable one. This is one of the most artistic of recent advertisements of this kind appearing in the national magazines. The art work, type and arrangement shows thought and study and will catch the eye of the magazine reader. Prepared and placed by H. W. Kastor & Sons, Chicago, St. Louis and Kansas City.

into almost universal use through magazine advertising. It was the magazine that created and developed amateur photography, and that finally embedded the word "kodak" in the common language of the people. It took Edison's wonderful toy, the phonograph, and developed it into a machine which fills thousands of homes with sweet melody. It introduced the safety razor, the shaving stick, and the shaving powder, teaching bewhiskered humanity how to escape the thraldom of the barber shop. It revolutionized business correspondence by the introduction of the typewriter, and still further facilitated the transaction of business by popularizing the fountain pen. given national fame to trade marked brands of readymade clothing, of furniture, sanitary supplies, watches, hats, underwear, and soups. It has educated thousands of men on the uses and necessities of life insurance, and persuaded them to make provision for their families against want and suffering. It has given us the "Angelus," to evoke sweet music from the neglected piano; Crystal White Rock water, for our table; Sapolio and Old Dutch Cleanser, to brighten up the kitchen; wholesome and nourishing Shredded Wheat Biscuit, and Jones's Little Pig Sausage, for our breakfast; fifty-seven varieties of soups, relishes, and other foods, for our luncheon; delicious gelatine preparations, for our desserts; and a comfortable Ostermoor, to lie on at night. Through pages of automobile advertising that represent the highest skill of the artist and writer, it is building mammoth industrial establishments in great centers of population, and is tak-



Pabst Extract American Girl Calendar For 1911

Picturing a typical American Girl in all the natural freshness and beauty of vigorous youth, the Pabst Extract Calendar for 1911 is without question the most exquisite portrayal of an ideal we have ever seen—it is simply fascinating in its artistic beauty and subtle charm.

In panel shape, 7 inches in width and 36 inches in length, it lends itself perfectly to the filling of those corners that are so hard to decorate—and, being printed in 12 delicately blended colors and gold, it harmonizes pleasantly with the color scheme of any room.

You Surely Want One for Your Home, Den or Office

It is absolutely free of all advertising on the front—even the calendar pads being printed on the back. We have tried to make this beautiful panel a suitable decoration for any home, hoping that it will act as an occasional reminder to those receiving a copy that

Pabst Extract The Best Tonic

"brings the roses to your cheeks"—that it is a perfect blending of richest malt and choicest hops into a natural reconstructive agent and builder of health, strength, vigor and vitality—a malt tonic that enriches the blood and tones up the entire system

The United States Government specifically classifies Palst Extract as an article of medicine--not an alcoholic beverage.

For Sale At All Druggists-But Always Insist Upon "Pabst"

The Calendar is Free

All you have to do is to send us your name and address and ten cents in stamps or silver to cover cost of packing and mailing. Write for one today.

PABST EXTRACT CO. Dept. 00 Milwaukee, Wis.

This advertisement is featured by an unusually beautiful illustration and typographical display. Prepared and placed by Cramer-Krasselt Company, Milwaukee.

ing millions of people from the city out into the country highways, along sunlit meadows, and by singing brooks.

Comparative Advantages

It is easy to point out the advantages of the magazine as a medium for national advertising. And what we say in this connection, bear in mind, refers only to national No one challenges the preëminence of the , newspaper as a medium for the local merchant and the local advertiser. The newspaper has no competitor as a medium for carrying the message of the local merchant directly into the home of his customers. It is true that in the larger cities the street cars are making a successful bid for the advertising of local merchants; but while the street car may effectively reach a certain class of customers, and a certain percentage of the population, its limitations are too obvious to need extended discussion. It can never hope to take the place of a medium which takes the merchant's message directly into the home, where it is seen at the time of the consumer's greatest mental receptivity, and under conditions that make a more definite impression than the street car could possibly do upon the casual passenger.

Many of the advantages of the magazine come quickly to the mind of even the most superficial student of advertising. In the first place, the magazine page stands alone, separate and distinct from any other form of advertising.



"To the rotae dealer—Frie as if year jobser count reply you with Mrs. Reser's Coffee. He will see that you are supplied and authorize you in refund gurshas price if your conteners in out fact Bris. Berer's Coffee equal to, or better than any other."

One of a series of ads used in magazines of national circulation to introduce a new blend of coffee. Special attention has been given to obtain a unique typographical effect. The name of the brand is calculated to carry conviction of goodness in the mind of every housewife who reads the magazines. Prepared and placed by Mahin Advertising Co., Chicago.

The magazine page is not grouped with a miscellaneous hodge-podge of all sorts and varieties of advertisements. It doesn't compete with patent medicines, "fake" or fraudulent advertising, for the attention of the reader. It represents "the bull's eye method" of advertising. The attention of the reader is not diffused or diverted while he is looking at it. His attention is concentrated upon that particular advertisement to the exclusion of all other interests; and hence the probability of a more definite and positive impression. The newspaper cannot present so clean-cut, isolated an appeal to the attention of the reader. Its shape and form present mechanical difficulties which are insurmountable.

Life and Length of Service

Another obvious advantage of the magazine advertisement is in its long life. The life of the magazine advertisement depends on the home or the family which takes the magazine and reads it. In the case of many homes, the life of the magazine is limited only by the life of the home; for it is a fact that in the case of mail-order advertising, orders are received for commodities in answer to advertisements printed many years ago. The receipt of coupon requests for a cook book clipped from magazine pages is an almost daily occurrence in the office of The Shredded Wheat Company, although the coupon style of advertising has not been in use since 1904. In most homes



A well constructed advertisement designed to reach both the general public and the dealer. Copy emphasizes superior quality and does so in a "different" way. Prepared and placed by Long-Critchfield Corporation, Chicago.

the life of the magazine is from thirty to ninety days, during which time it is read and reread by members of the family, by visitors, callers, and members of neighboring families. The magazine advertisement may be said to be "alive" and "on the job" for a year after its publication. The fact that, in binding the average magazine in the average home it is now the custom to bind in the advertising sections, is a most impressive and significant tribute to the artistic beauty and literary merit of modern advertising. The life of a newspaper at best is only twenty-four hours. It is not intended to live longer than this, for the reason that in twenty-four hours it is quickly followed by another picture of the world's events, which is supposed to supersede, and in many instances completely to nullify, that which has gone before. The feature of the newspaper advertisement that balances and compensates for the short life of the paper is the continuity of the advertisement, and its repetition from day to day. The newspaper, to be of any value to the advertiser, must make up in continuous daily repetition what it lacks in long life.

Magazine Circulation

While magazine circulation covers the nation thinly, there is no question but it reaches the intelligent, educated, discriminating, well-to-do elements of the population. The purchasing power of the average magazine

family is admittedly and obviously much greater than that of the family which depends entirely upon the newspaper for its reading matter. The taking of one or more magazines, through yearly subscription or otherwise, presupposes certain standards of taste, education and purchasing ability. This has manifest advantages for the manufacturer who is putting out a commodity the possible consumption of which is limited to certain classes of peo-The fact that he can reach through the magazine the particular class of people which is naturally interested in his product enables him to avoid what is known as waste circulation, which is the source of the greatest loss in national advertising to-day. The percentage of possible purchasers of safety razors, talking machines, suspenders, typewriters, piano players and automobiles is much smaller than the percentage of possible purchasers of food products. The percentage of possible purchasers of automobiles in any community is small. In advertising an automobile in a newspaper, the object should be to localize the national fame already given the car by connecting it with the local sales agent and showing where the car can be seen and demonstrated.

In the case of food products, it might be argued that the entire human race is the field for advertising the products. It happens to be a fact, however, that advertised foods are specialties, and are not eaten in all classes of homes. Even a breakfast food is eaten only in homes of a certain grade of intelligence where the value of cereals as a part of the daily dietary is understood and appre-





How Much of This Difference is Due to Oatmeal?

We have canvassed hundreds of homes which breed children like these. And we find in the tenements—where the average child is nervous, underfed and deficient—not one home in twelve serves oats.

Among the highly intelligent—where mothers know food values—seven-eighths are oatmeal homes.

In one university, 48 out of 50 of the leading professors regularly serve oatmeal. Among 12,000 physicians to whom we wrote, four-fifths serve their children oatmeal.

The average daily serving in the finest hotels is one pound to each 18 guests.

Boston consumes 22 times as much oatmeal per capita as do two certain states where the average education is lowest.

It is everywhere apparent that the use of oatmeal is directly in proportion to the percentage of the well-informed.

A canvass of 61 poorhouses shows that not one in 13 of the inmates came from oatmeal homes. Only two per cent of the prisoners in four great penitentiaries had oatmeal in their youth. In the lowliest vocations very few are found to be oatmeal bred.

But four-fifths of all college students came from oatmeal homes. So did the

great majority of the leaders interviewed in every walk of life.

Scientific Opinion

This seems to confirm scientific opinion that a child's fitness depends largely on food. Oats are richer than all other cereals in proteids, the body-builders—in organic phosphorus, the brain-builder—in the best-balanced food that Nature supplies, especially for the years of growth.

Quaker Oats

Just the Richest Oats

Quaker Oats is made of just the richest, plumpest oats, selected by 62 siftings. We get only ten pounds to a bushel. Millions

know that these selected oats, prepared by our process, form the most delicious oat food in existence. And the cost is only one-half cent per dish.

Regular size package, 10c

Family size package, for smaller cities and country trade, 25c.

The prices noted do not apply in the extreme West or South



CHICAGO



Look for the Quaker trade-ma**rk** on every packa**ge**

Sharply contrasting illustrations which, re-enforced by the convincing statistics following, bring out forcibly the nutritive values of the food advertised. Prepared and placed by Lord & Thomas, Chicago.

In the case of Shredded Wheat we have found that its consumption is confined to a certain class of homes where the mother or housewife actually purchases the food that goes into the home, and where the dietetic arguments behind the product have been presented to her in such a way as to convince her of its wholesomeness and healthfulness. It is true that we make extensive use of the newspapers, but it is entirely to supplement and localize our national campaign, and in selecting the mediums we quite often take the papers of smallest circulation, because we happen to know that they reach a larger percentage of the kind of people who can usually be reached by the arguments of cleanliness, wholesomeness and digestibility which lie behind our products. The backbone of our business is national advertising in national mediums that cover the entire country, supplemented by newspaper advertising in localities where our agents, samplers and demonstrators are doing special work. No other adjustment of the advertising problem is logical or sensible.

Advertising in the magazines for the national advertiser avoids trouble and conflict with local merchants. There is very little danger of inviting the opposition of the local merchant where the manufacturer uses the retailer as an important and essential part of his machinery of distribution. The intelligent retailer will regard national advertising in the local newspaper as an aid to his business, helping him to move the product off his shelves. When the manufacturer is inclined to step over the head of the retailer, however, and go direct to the consumer,

The suggestion of "a free trial" is a strong factor in advertising. Lavish use of "free samples" is not advisable, as it detracts from the value of the article. In this copy the "free trial" is featured in a dignified, forceful way and does not cheapen the article advertised. Prepared and placed by Lord & Thomas, Chicago.

To Every Woman One Box Free

We want to send to every girl and woman a box of assorted dainties.

They are biscuits that are better than bonbons—different from anything that you ever saw.

We cannot describe them, so we want to send them and let them tell you about themselves. They are called

Sunshine Specialties

There are many styles of Sunshine Biscuits, from soda crackers up. And each is a master creation.

They come from the world's finest bakeries—the bakeries with a thousand windows.

But these Sunshine Specialties are biscuit confections. You have never tasted anything like them.

Simply send us your address and the name and address of your grocer and we will mail you an assorted box. Do this today—now, before you forget it. Then judge for yourself.



One of the many Sunshine Specialties.
Two chocolate wafers filled with sweet
vanilla cream.

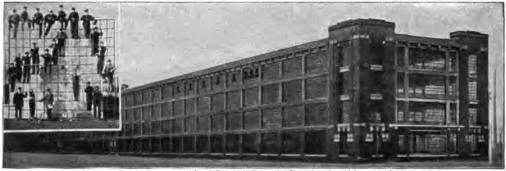
Loose-Wiles Biscuit Co.

Causeway Street
Boston, Mass.

the retailer is very apt to protest against the advertising of the product in the local newspapers; and as the advertising of the local retail dealer is more valuable to the average newspaper than the advertising of the manufacturer, the newspaper cannot be blamed it it favors its own local business and the interests of the community which it serves. In the case of pure mail-order advertising, of course, this opposition is more pronounced.

Cost of Space

The magazine also presents a decided advantage when we come to consider the cost of covering the national field with a manufactured commodity. In order to cover the national field in the newspapers it is necessary in most instances to pay for a vast circulation that has no possible purchasing value. A page advertisement twelve times in fifteen leading magazines of largest popular circulation would cost about \$50,000.00. The cost of the same magazine page every day for one year in two newspapers in each city and town in the United States of 10,000 population and up would be about \$1,500,000.00. Take another group of national mediums, such as the Saturday Evening Post, Woman's Home Companion, Delineator, Ladies' Home Journal, Harper's Weekly, Collier's Weekly, Literary Digest, and Associated Sunday Magazines, which reach over six million readers, and this same magazine page would cost about \$75,000.00.



In the smaller view the strength of Detroit-Fenestra is illustrated. The sash is about 18 ft. square—sh.wn supporting 20 men. The other picture is the Exterior of a Modero Daylight Factory—"Fenestra" Fitted. Note the Ventilators.

Factory Profits Rays Sun's Increase

Detroit-Fenestra Solid Steel Window Sash means 25 per cent more light for factories than over before. It means that large window openings can be fitted without using obstructing frames or heavy multions—thus saving their cost, as well as giving more light.

ETROIT-FENESTRA SASH enables you to throw the walls of a building open to the sumever long and wide the structure So great is the strength of this solid metal sash that you can make the four sides of your factory all windows.

Thus your workshops are made light with daylight. Ventilation at its best is assured by our standard ventilators. Note the illustrations.

In the well-lighted, well-aired factory yout employes improve in efficiency. They are capable of better workthey do more work. All seem more ALIVE.

Your cost of production is cut down. Your profits thereby increase.

This sash-because of its all solid metal construction—is absolutely fireproof. It will resist fire until wire glass has melted away from it. It will stop the spread of fire in a group of factory buildings.

Hence, Detroit-Fenestra safeguards your employes, machines and materials-protects you from heavy losses.

In strength no other sash can equal is. The "Fenestra" Joint — an

amazing, yet simple invention—gives each intersection more strength than ever was possible before.

Unlike former joints, practically no metal is taken out of the "Fenestra" to weaken it. The metal is simply spread and put together again by pressure—when the joining is perfected. The "Fenestra" Joint is a

Manufacturing executives will do well to insist that all openings be planned to take Detroit-Fenestra standards.

The original cost is little, if any, more than ordinary wooden sash. Once bought you have an induring investment that pays actual dividends.

The day of wooden sash-really

We have 104 standard sizes and near standards always ready for shipment. We urge you—whether you are an architect, engineer, contractor or of-ficial in a manufacturing institution— to go thoroughly into the subject of this solid metal sash with the patented

Some Notable Users U. S. Novy Department at Boston, Perturnant and Charleston Novy Yuris. American Resilient Company, Kansas Cry. Mo. Penneybrank Relbard Company, W. C. & H. R. R. Shape, West Albary, Crown, Colombia Pulse of Paner Ca. Pertures. sesto & No. R. R. Shapa, Pi

tern Ry. Term

Please write today for our Pamphlen Y, telling all about the "Fenestra" Joint and Dertoit-Fenestra. Diagrams and dimensions of various standards are included, with instructions for erecting and glazing. Tear out re-

A Reminder
To write the Detroit Seel Products Co.
Dept. 69, Detroit, U. S. A., for the
Pamphlet Y, and details of Betel-Feath

Detroit, U.S.A.

Detroit-Fenestra.

"Daylight for Factories",

joint that locks-and stays locked.

Detroit-Fenestra saves money and makes money in many ways for mills, factories, foundries, warehouses, car shops, garages, power strtions and industrial institutions generally.

Architects and engineers who specify Detroit-Fenestra insure themselves permanently satisfied clients.

expensive in the long run-is past. This is the age of steel window sash.

Detroit-Fenestra Sash is made in standard sizes. It is shipped all ready to install. All standards are interchangeable units and can be combined for filling large openings.

Steel mullions are supplied when they are to be used in combination.

DETROIT STEEL PRODUCTS COMPANY

Department 69

Interior of a Modern Factory, showing that Detroit-Fenestra delivers Mazi



A well set up advertisement with good photographs which illustrate clearly the logical facts brought out in the copy. Prepared and placed by Long-Critchfield Corporation, Chicago.

When it comes to dealing with newspapers, the advertiser is quite often confronted with difficulties that arise from lack of business methods and system. It is only in the last few years that the newspaper in certain cities of a certain size has been transformed into a business proposition, and put on a business basis. The advertising rates are often variable and elastic, being one rate for the local merchant and a different one for the national advertiser. Fortunately, the great advertising agencies, which have developed most of the national advertising of to-day, are gradually lining up the newspaper publishers, and bringing them to the point where they can do business with them on the same basis that governs their relations with the magazines. In the matter of uniform rates and lower cost per capita for reaching possible consumers with a national proposition, the advantage of the magazine is unchallenged.

And now we come to what is perhaps the greatest of all the advantages which the magazine possesses as a medium for national advertising—namely, that which it derives from its editorial dignity and influence, together with its literary prestige.

Literary Value

Perhaps you think this is of no value to the advertiser. It would seem to require only a superficial study of the subject to impress the logical mind with the fact that the

literary tone and prestige of a magazine are a most valuable asset in advertising. A certain magazine has a reputation for breadth of editorial treatment, for unwavering accuracy and high literary tone. Every advertisement in that magazine partakes in a measure the dignity and tone which pervades it, and the reader unconsciously attaches more weight to its advertisements. Such names as Dr. Albert Shaw, Walter H. Page, Dr. Lyman Abbott, Hamilton Wright Mabie, Colonel Harvey, Henry M. Alden, William Dean Howells, Richard Watson Gilder, Cyrus Curtis and Edward Bok cannot fail to give a certain weight to the advertising carried by the publications which they direct, no matter how little responsibility they may assume for their tone or accuracy. Behind the modern magazine which has any standing or influence is a personality that stands for culture, catholicity, and conscience. It is impossible to escape the conclusion that the dignity and strength imparted to a magazine by able editorial direction forms a substantial and respectable background for the advertising pages, and commends them to the more careful consideration of the reader.

The newspaper throws a motion picture of civilization on the white screen of publicity. The magazine holds the picture there until it brings out all the lights and shadows and gives to human intelligence the proper perspective. We need the clean, independent, fearlessly edited newspaper to give us a daily picture of the world's happenings; but we must look to the magazines—and a few ably edited



Copy which has much information of interest to the housewife and describes fully the particular advantages of the article advertised. Prepared and placed by George Batten Company, New York City.

newspapers—to keep alive and alert the public conscience, to give vital and vivid expression to the higher ideals of life.





but they are readily digested, even by those whose digestion is delicate. The Snider process renders them tender, mealy, thoroughly cooked and flavory.

Besides you know there is no more nourishing food than well-cooked beans, richer in proteid (the strength and vigor builder) than any other vegetables, meats or cereals; and beans cost less than meat, although so enjoyable and nourishing.

pork can do.

Then we add a just-right portion of the most savory tomato sauce ever put together which is prepared from Snider's Tomato Catsup.

Serve Snider Process Pork and Beans on a rosette of crisp lettuce leaves - done in a moment delicious dish for luncheon-good enough for the

ANYTHING you buy is as good as you can buy if you insist that it be

The Correct Lobster Cocktail

The Correct Lobster Cacklass Try his temping aperium for particular disease. For such person, allow two tablespoonfuls of finitions Calsuly, one treaspoonful flority general people. See the control of the control of the people. See the lobest mass on heart lessue leaves, in champagne or individual sumpose glamest pass the assoc in a dainty reliab data.

THE Grocer is a great "testimonial" for us, ask him for Snider's - the food

Just for variety, order a bottle of Snider's Chili Sauce and sample it on a cirlein steak, some chops or cold meats,

THE T. A. SNIDER PRESERVE COMPANY

CINCINNATI, OHIO "All Snider Products camply with all Pure Food Laws of the World"

It's the Process"

This page advertisement for a well known brand of beans shows how a contingency common in every household-unexpected guests-is met to the satisfaction of all by having on hand a supply of the article advertised. Suggestion is here made use of in a striking way to influence the housewife. This advertisement was designed by a woman for women. Prepared and placed by Mahin Advertising Co., Chicago.

Soft and Fluffy



Crown Jewel Cotton Batting

Use this batting and you can sleep in firm assurance that the quilts and comforters that keep you warm are sanitary all the way through.

Crown Jewel Cotton Batting is made from choicest long fibre cotton thoroughly cleaned and purified. No seeds, dust, or odors—just the downy, fluffy cotton, soft, sweet and clean.

Crown Jewel Cotton Batting requires no sewing or stitching together, as the long fibre cotton sheets have sufficient strength to prevent parting, bunching, or knotting.

Crown Jewel is Sanitary and Hygienic

The knowledge that you are using Crown Jewel Cotton Batting is an assurance of the perfect cleanliness of the inside of your quilts and comforters and is a good aid to restful sleep. Insist on getting Crown Jewel Cotton Batting. If your dealer fails to supply you write us and we will advise youwhere it can be obtained. Look for

ROCK RIVER COTTON COMPANY
Janesville, Wis.

the name on the package.

A good illustration of an article difficult to picture. Copy which brings out the cleanliness and comfort of the merchandise for sale and is neatly set. Prepared and placed by Otto J. Koch Advertising Agency, Milwaukee.

Des Moines Certainty Talk No.6

Fifty Different New Manufacturer Can Become Wealthy in Des Moines.

HER his a Certainty here for every man who wants to put his mind, his muscle or his money to work.

No matter how well you are doing where you are, in Des Moine, you will do better. This is why:

IN Iowa alone the agricultural products last year were worth \$621,000,000.

In the eggs of year amount to \$50,000 more than all the regetables, grain, nots and fruit (except oranges) of Southern California.

The eggs of the word of the word of the whole the southern of the whole the southern of the whole the southern of the whole Tary should be made common.

Jowa's per capita 10 existent of plan wealth is greater than that of the whole that the whole the

METHER you want to move your board and applied are Ideal.

WHETHER you want to move your board your boards or industry, establish boranch, or begie business on your want applied with the property of the pro

_ Certainty Coupon _ GREATER DES MOINES COMMITTEE bend me "WEALTH"

Here is a suggestion for advertising a city. This is part of a campaign that started last April with a page in one of the national weeklies. Prepared and placed by Mahin Advertising Co., Chicago.



The genuine old English, richly flavored kind made of finest spices, citron and fruits, pure sugar, fresh plump California raisins and selected beef suet.



CONDENSED Mince Meat Libby,MSNeill & Libby

Libby's Mince Meat

made of apples, raisins, cider, pure spices, sugar and finest brisket of beef. All ready to put into the pie crust. Insist on getting Libby's, it is pure and fresh, and you will always be successful with your pies.

Libby's Food Products received the Grand Prize at the Alaska-Yukon-Pacific Exposition.

Ask your grocer for Libby's.

Libby, McNeill & Libby, Chicago.

In this advertisement, which was used in the magazines, the reader catches the relation between the looks of the package and the actual delicacy in use. The argument tells of the actual goodness of the article, and the display showing the word "Libby's" large, and the use of the animate trade mark—Libby's maid—is intended to carry on the uniformity of Libby's advertisements that has always been maintained. Prepared and placed by J. Walter Thompson Co., Chicago.



A Texas Orange Orchard Will Pay You Over \$1,500 Yearly

We Plant and Care for the Trees, While You Make Easy Monthly Payments - 22c a Day Per Acre

Algoa Orange and Fig Orchards are the wonder of the Gulf, Coast Country of Texas. Owners are making \$500 per acre and more each year in a delightful industry in this balmy, healthy country.

healthy country.

Mr. N. E. Stout sold \$2,895,74 worth of oranges from five acres last year; this year he has already sold over \$4,000 worth from the same orchard. His 1,500 fig trees brought him \$1,463.62—almost \$1 from every tree.

Mr. Boycort sold \$650 worth of oranges from three-quarters of an acre. These men are not exceptions—there are numbers of others who are doing as well and even better.

Great Demand for Oranges and Figs

The famous Satsuma Orange has an unusually delicious flavor that makes it the peer of all oranges. It is sold, even in Houston, for 34 to 34.50 a box while Florida and California Oranges bring only \$2.65 to \$3.00 per box (market quotation from Houston Post, December 22, 1909).

The Magnolia Figs are so popular that the preserving com-panies are ready to make contracts with growers five years ahead. The fruit is practically seedless and skinless, and the trees mature with amazing rapidity. Magnolia Figs bring \$60 a ton against \$15 for California Figs.

Our Standard Five Acre Plan

You can buy a five or ten acre Algoa Orange and Fig Orchard for a small cash payment and easy monthly payments, that will return three-fourths of your purchase price the first year

The rainfall here is 45 inches a year, four inches more than Illinois, and seventeen more than Minnesota. No irrigation—no fertilizing—no drought. Algoa lies halfway between two large cities, Houston and Galveston, and being 2,000 miles nearer the great eastern markets, the cost of shipping is less than California pays for icing charges alone.

Satsuma Oranges also ripen 30 to 60 days earlier, and thus bring high prices on an empty market.



Map Showing Location of Algoa Orchards

A Genuinely Safe Investment

A Genuinely Safe Investment

For two years we have been selling Algoa Orchards to business and professional men and small investors all over the country—shrewd, sensible people who intend to come down and enjoy life and real independence on the sunny Gulf Coast.

Many of these purchasers bought directly through correspondence, without having seen the property; others came down on the semi-monthly railway excursions, investigated, bought and returned home more enthusiastic than ever. This is not a visionary scheme, but a practical, well-balanced business proposition. If you wish to verify our statements, or investigate our responsibility, write to the American National Bank of Houston; W. S. Keenan, General Passenger Agent, Santa Fe Railway, Galveston; or the Houston Business League, Houston.

How We Guarantee Your Orchard

How We Guarantee Your Orchard

We plow your land, set out the trees, cultivate and prune them, keeping your orchard in a high state of cultivation for three years. At the end of the contract period you have the positive GUARANTEE of the Gulf Coast Development Company and the Algoa Fruit and Nursery Company, that every one of your trees will be in a sturdy, thrifty and bearing condition. To accomplish this, we employ high-priced experts—men who make the planting and cultivation of fruit trees their profession. When properly brought up one of these orchards requires very little scientific attention thereafter—your own good sense will keep it bearing larger crops every year as the trees grow older. Remember, at the end of the contract period your orchard is turned over to you under a binding guarantee that it must be a perfect and scientifically developed orchard.

Our Handsome Booklet Free

This may be exactly what you have been looking for—a chance to get away from the drudgery of the desk; an absolutely safe investment that you can handle on easy terms, bringing you increasing profits yearly, and a home where you can really five, with hunting, fishing, salt sea bathing and sailing practically at your door, free from the cold and figors of the freezing northern winters. Send the coupon today for Free Booklet, giving complete information. See why thousands are buying at Algoa now, while prices are moderate. Investigate, while you still have a chance to buy low.

Kent Realty D	evelopment Co.,	(5)
	105 Stewart Building, Hous	ton, Texas
	your illustrated booklet, "Algoa	Orchards."
Name		
Street		
Postoffice	State	

During the past few years more fruit and irrigated land has been sold through advertising than by any other method. The above is one of a series of successful magazine land advertisements. Prepared and placed by Lord & Thomas, Chicago.



Busy-Day Dinners

Unexpected Guests

Here is a dish that everyone likes—a food as hearty as meat—a meal that would take you 16 hours to prepare.

A dish that remains fresh and savory. It can be served hot or cold. The best meal of the kind that a chef ever prepared.

And your grocer supplies it—ready to serve in a minute—at about the cost of home-baked beans. Think what it means—in a hundred emergencies—to have a few cans of Van Camp's on the shelf.

And Van Camp's are baked in steam ovens. Not crisped, not broken—always nut-like, mealy and whole.

They don't ferment and form gas, as do home-baked beans, because the fierce heat has made them digestible.

The tomato sauce is baked into the beans, giving a delicious blend.

The result is baked beans at their best—beans made inviting. And as beans are 84 per cent nutriment—hearty, staple and cheap—they cut down the meat bills, in these days of high prices, when you serve beans that people like.

So Van Camp's are more than convenient.

The National Dish Van Gamp's SANCE The National Dish PORK APP BEANS

Van Camp's, as you know, outsell all other brands. And these are the principal reasons:

We use only the choicest Michigan beans—the whitest and plumpest. They cost us four times what some beans would cost.

We use only whole, vine-ripened tomatoes.

And our sauce costs five times what common sauce sells for.

This dish is our pride—the final result of 48 years' experience. Just compare Van Camp's with another brand, and see what our methods mean.

(39)

Three sizes: 10, 15 and 20 cents per can

Van Camp Packing Company, Established Indianapolis, Ind.

One of a series of very successful advertisements. Copy which tempts the appetite and contains good "reasons why" for the housewife. Prepared and placed by Lord & Thomas, Chicago.



Good combination of illustrations and text. Prepared and placed in magazines by J. Walter Thompson Co., Chicago.



CAUTION

Our patents covering the Face Down Horizon-tally Movable Core type of Concrete Block Ma-chine were upheld by the United States Circuit Court of the District of Indiana on October 6, and by the United States Circuit Court for Western Michigan on December

Michigan on December 20, 1909. The infringing manufacturers were enjoited from making, selling or using such machine.

We regard machines of

We regard machines of this type as infringe-ments of our patent rights. We caution bay-ers to make careful inves-tigation before purchas-ing such machines. This same type of Concrete Block Machine is pro-tected also by our num-erous foreign patents.

This **Beautiful** Home

Was Built at a Saving of Days of Time and Barrels of Cement

with the

Concrete Block Machine

"The Most Profitable Machine in a Most Profitable Business"

This home is owned by A. H. Brown, Leesburg, Ind. It covers 38 x 32 feet, is built entirely of Ideal Concrete Blocks 8x8x16 inches, includes nine rooms on the first floor; four bedrooms, bathroom and sewing room on the second; den and attic on third. Floors are laid in quarter-sawed oak, plastic cornices throughout, dining room and hall wainscoted, interior finish of yellow pine stained to represent various woods, private water, lighting, hot water heating plant-total cost \$6,800.

Material Was Saved for 462 blocks, equivalent to ten barrels of cement, because the Ideal is so carefully constructed, the parts so perfectly fitted and adjusted, the opportunity for thorough tamping against the face and the horisontally movable cores made so absolute by the mechanical arrangement that the most economical mixture possible to a satisfactory block can be used.

Labor Was Saved in block manufacture because the Ideal

is a "one man" machine, has no heavy or unwieldy parts, and is built for convenlence and easy, effective management.

Time Was Saved. Every man turns out at least 35 more blocks a day with the Ideal than he could with any other machine. This is because in every detail of block manufacture the Ideal is simple in construction, has no heavy levers or springs to manage, is perfectly balanced with relation to the insertion and removal

Beauty Was Produced in every feature because through the "face down" principle of the Ideal it was possible to secure clean, clear cut lines, numerous rich, effective, original designs in the facing, absolute precision and accuracy in every block and general artistic completeness.

Moreover the Ideal Blocks made are durable, substantial, fire proof, vermin proof, frost and damp proof, need no paint or decoration.

Money Was Savedin Every Instance

You can build or furnish the blocks for a home you can build or turnish the blocks for a sound just as fine or better. Our Engineering, Service and Fromotion Department for Ideal Customers show you how to furnish blocks for any class of construction—insures you success. We have the only tion-insures you success. We have the onl complete Promotion Service Department in connection with the sale of Concrete Machinery in this country. Send for catalog explaining the profits in this business.

IDEAL CONCRETE MACHINERY CO.

> **Emerick Street** South Bend, Ind., U.S.A London, Canada

Write for our Catalog

This full page advertisement was the first of a series directed toward general publicity for a definite, patented type of concrete block machine. Its principal strength lies in the close association of ideas suggested—the home, the saving, the machine. Prepared and placed by Mahin Advertising Co., Chicago.



20 10% x 7% in. Volumes

17.312 Pages

70,000 Separate Headings

EN who know reference books, concede that no set of volumes in our language contains so many practical, usable FACTS, as does The NEW International Encyclopædia. Its intrinsic usefulness is admitted by Masters of Facts in every walk of life, where they have had opportunity to examine the work.

The NEW INTERNATIONAL ENCYCLOPAEDIA

Twenty-four of Harvard's professors, nineteen of Yale, sixty of Columbia, twenty of Johns Hopkins, sixteen of the University of Berlin, and others of Heidelberg, Paris, Rome, Stockholm, Leipsic and the other famous universities of the world gave their best knowledge to The NEW International Encyclopædia. Into it is brought and crystalized the essential knowledge of the world's great libraries. Authorities in every line were sought out and consulted in order that every particle of information offered should be absolutely correct. The NEW International, as a publishing venture, represents the greatest work of the long established house of Dodd, Mead & Co., and the public, knowing the reputation of this house, can rest assured that the work is authoritative and reliable in every detail. It is the most modern, and is planned in a manner that makes its information quickly accessible, a feature that appeals to every busy man. The 1910 edition, now coming from the press, contains the latest facts in the world's development. Every home and every business and

aid to every Master of Facts, and to those who would be Masters of Facts.

Send To-day for Our 80-Page Book

professional office should have a copy of this great work. It is an inspiration and

This will tell you all about The NEW International Encyclopredia. It shows numerous examples of its interesting articles and of its maps and illustrations; and explains the plan and scope of the work, and our plan of payment.

Dodd, Mead & Co., 443 Fourth Ave.

AT AND ar Inte	specimen id terms rnational	pages w for Th Encyclo	ith prices ne NEW opædia
Name	••••••	•••••	
Occupation			
us. Address			

Send me at once,

without expense or obligation, your 80page prospectus - book of

An unusually striking illustration and copy which presents the essential facts in an interesting manner. Prepared and placed by George Batten Company, New York City.

After a Day's Business Cares



In this advertisement of the Velie Automobile the essentials of attraction, interest and conviction are combined with "differentness." It gets at the automobile question from a new angle. This advertisement has been praised for its readableness and clean cut layout. Prepared and placed by Mahin Advertising Co., Chicago.

An Ever-Dry Salt Only 10c a Year

You can have salt on your table like the salt you see in hotels—salt that always flows freely, never clogs. Yet it isn't mixed with starch.

You can have the finest, purest, saltiest salt that was ever made. And the cost is only 10 cents per year over soggy, coarse, impure bag salt.

Simply ask for Shaker Salt.

Purified Salt

Every table salt save Shaker contains considerable gypsum. And gypsum is plaster of Paris—a pebble former—the basis of gravel and gall stones.

We remove this gypsum by an elaborate process—the only one known—and we own it. Shaker Salt is safe; but every substitute contains this dangerous impurity. We can prove this by Government tests.

Sanitary Salt

Shaker Salt comes in a paraffined box, proof against dampness, odors and dirt. It can't be contaminated. Each box has our patent spout for convenience in pouring.

You can get this fine grained, dainty, dry salt anywhere if you insist on it. You would not then go without it for fifty times what it costs.

Sold by all good grocers. Price (east of the Rockies) 10 cents per box. Be sure of the name—Shaker Salt.



Diamond Crystal Salt Co.

St. Clair, Mich.

Makers of the only salt 99 7-10 per cent pure, as proved by Government tests.



A well displayed advertisement with copy which explains clearly why this particular salt is good and is more sanitary than most others. Prepared and placed by Lord & Thomas, Chicago.



This advertisement has an illustration which brings forcibly to mind the ever present danger of fire and copy which describes clearly and in an interesting way an article which is a valuable safeguard. Prepared and placed by George Batten Company, New York City.

Vines are a good protection but you can't roll vines up



You can have shade and seclusion or sunshine and unobstructed outlook to suit the weather or the occasion, and make the change either way in a moment, if you equip your porch with

Vudor Porch Shades

the shades that will make any porch livable - an enjoyable place for dining, reading, sewing or lounging. They are decorative to a mansion and cheap enough for the smallest cottage.

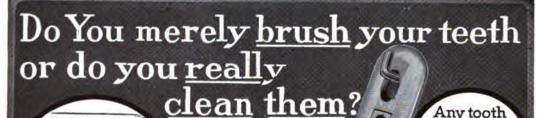
Fix this fact firmly in your mind, that Vudor Porch Shades are immeasurably better in every way than the ordinary flimsy bamboo screens you have been accustomed to see and doubtless dislike-with reason, for they give little protection and barely last one season in good condition.

Vudor Porch Shades are highly ornamental and hold shape, clean-cut edge and color. Hovek Shade Corporation book for color brades and tell me where I No paint to wear or flake off, but stained in a variety of soft tones to harmonize with prevailing house colors. They are easily put up or taken down, always in working order and extremely durable. If you want the best, refuse any shade your dealer may offer that does not bear our aluminum Vudor name-plate.

Fill out and mail attached coupon or say "I want to know" on a post-card and we will send you our illustrated booklet, describing and showing in exact colors Vudor Porch Shades and Vudor Reinforced Hammocks, together with name of your nearest Vudor dealer. Do this now, before you forget it.

HOUGH SHADE CORPORATION 228 Mill Street, Janesville, Wis.

This advertisement is featured by an attractive drawing which illustrates the practical use of the article advertised and good descriptive copy. Prepared and placed by George Batten Company, New York City.





Only ONE tooth brush really cleans between the teeth

The Pro-phy-lac-tic is a scientific product made to be right and to clean between the teeth as well as their surfaces, on the assumption that there are sufficient thoughtful people who.

when they know, will use no other.
Result—more Pro-phy-lac-tic
Tooth Brushes are sold to-day than
of any other known make in the

world. No well-informed person will question this statement.

To Dentists and Physicians:

Much of the prestige of

the Pro-phy-lac-tic is due

to the endorsement and recommendation of the

brush by the profession. On receipt of profes-

sional card or letter-

head, it would be a pleasure to send

anydentistor phy-

sician a complimentary package, the contents of which

are so useful that he will be

more than repaid for

writing us.

The Pro-phy-lac-tic is made in one shape only, because that is the only shape that will do perfect

ro-phu-lac-tic

THE CURVED HANDLE

Any tooth brush will merely brush

the surface

निर्गिग न

makes it easy to reach and thoroughly clean the back teeth and the back of all the teeth.

THE SHAPED BRISTLES

As shown in illustration, the bristles of the Pro-phy-lac-tic Tooth Brush are shaped and arranged in separate, pointed tufts, so as to fit every part of each individual tooth and penetrate all crevices and depressions in and between the teeth. The extra high tufts at the end are also designed for the efficient cleansing of the back teeth.

THE BEVELED TAPERED END

The end of the Pro-phy-lac-tic Tooth Brush is tapered, beveled and rounded so that there are no edges or corners to injure the gums or the delicate membrane of the mouth.

The Yellow Box is Your Protection

Each Pro-phy-lac-tic is packed in an individual yellow box, which protects it against handling from the time it is sterilized in the factory until it reaches your own toilet stand. This also affords a positive means of identification which enables you to avoid all substitutes.

The Styles Are:

Pro-phy-lac-tic—this is the original Pro-phy-lac-tic rigid handle.
Made in three sizes. Prices: Adults 35c; youth's and child's,25c. Larger brush, four rows bristles, rigid handle, adult's size only, 40c.

PATENTED OCT 21 1884 AUG 8 1899

> Pro-phy-lac-tic Special—new flexible handle. Three sizes: Adult's 35c; youth's and child's, 25c.

Pro-phy-lac-tic De Luxe—delicately colored, transparent, flexible handles. Adult's size only, 40c,

Three bristle textures-soft, medium and hard-in all styles

Sold by druggists and dealers in toilet supplies everywhere. If your dealer does not sell the Pro-phy-lac-tic, we will deliver, postpaid, on receipt of price.

Send for Booklet, "Tooth Truths." Contains a lot of information you ought to know about Teeth and Tooth Brushes.

Always Sold in the Yellow Box



FLORENCE MFG. CO. 125 Pine St., Florence, Mass.

Sole makers of Pro-phy-lac-tic Tooth, Hair, Military, Hand and Lather Brushes.

Library Slip with every Pro-phy-lac-tic. Good for Fron Magazines. Excellent illustrations which in conjunction with the convincing, educational copy bring realization of the valuable features of the article for sale. Prepared and placed by George Batten Company, New York City.



Whether you are a wine connoisseur or an occasional buyer, this advertisement if carefully read would set you thinking. Why? First, its typographical contrast and general attractiveness. Second, the success of this wine in competition with other wines. Third, the price and its comparison. Courtesy of Lord & Thomas, Chicago.

Logical, convincing copy which appeared in leading women's magazines. Designed and placed by H. W. Kastor & Sons Adv. Co., Chicago, St. Louis and Kansas City.





"Work Isn't Work Any More"

Electricity is a luxury so far as thorough sanitary cleaning in the home is concerned since the perfectioning in the home is concerned since the perfection of the second clean which does what no other hand power vacuum cleaning machine has ever done before—affording the full power of the large, expensive vacuum cleaners and at a price that brings it within the reach of every overworked housewife.

It is the only AUTOMATIC Vacuum Cleaner. In speed—in thoroughness of work—simplicity of construction—ease of operation it is not approached by any other vacuum cleaner made.

The Only Hand Power Cleaner That Blows It is as carefully made as the best electric clean-er and will last a life time and pay for itself over and over again every year in the saving of wear and tear on your rugs, carpets and furnishings.

A Child Can Operate It

So light that a woman can carry it up stairs or wn-and runs so easily that a child can operate it.

The 1911 Models of

(Hand Power)

Vacuum Cleaner

Now Ready

Because our exclusive double tank device for separating the dust from the air catches 95% of the dust in the bottom of the lank without acreens, buffles or water, the Automatic is the easilost to empty. It is the only Vacuum Cleaner made that contains no tin or cast iron—malleable iron, steel and brass are used exclusively in its construction.

If you live in a locality where we are not represented, book 35% with us for one of these machines—Try it 10 Days—if you are not satisfied that this is the best hand power Vacuum Cleaner you over saw, you may return it and we will refund your deposit. Can you afford to turn down such a proposition?

Automatic Electrics

Automatic Electrics
For Any Building Wired For Electricity
Three Styles—mechanical marvels, without competition,
doing just as thorough
work as the most expensive wagon or installed vacuum cleaning
outfit—giving years constant service, without stalling, overheating, burning
out of fuses or endangering your wiring—has the
Automatic
Vacuum



The Automatic Vac-um Cleaner has earned an enviable national rep-utation—it is a ready seller—a morrey niaker for those who handle it. Write us today for our proposition to local rep-resentatives.

Automatic Vacuum Cleaner Co., 1026 E. 48th Street, Bloomington, III.





Dignified, high class trade journal insert used by a large shoe manufacturer. Such inserts are usually furnished by the advertiser direct and inserted as a part of the publication. It is one of the most striking forms of trade journal advertising, and while the cost of preparation is considerable, it is nevertheless a profitable investment. This insert appeared in the Dry Goods Economist.

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PART V

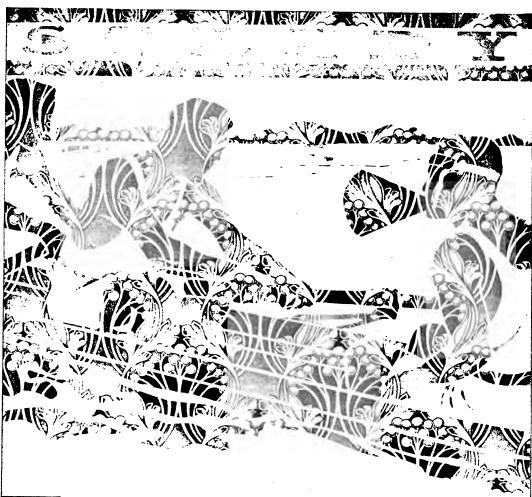
TRADE JOURNAL ADVERTISING

By GEORGE R. HORTON

Publisher The Modern Grocer

Trade journals may be grouped roughly into two general classes.

In the first group are those trade papers which reach the retail merchants. These papers are studied by these merchants because they contain information about merchandise, about the tendency of markets and of styles that cannot be obtained elsewhere. They guide the dealer as he buys from the traveling salesman in the store, or from the manufacturer and wholesaler in the market; they give him the merchandising news of the world in the most convenient form for his use. As they have nothing to sell, their advice the merchant heeds. furnish him plans for selling goods, aid him in writing his advertising and preparing his window displays; they keep him posted about the new things in equipment and advise him against unworthy methods. There is no merchant of any importance at all in the United States who does not subscribe to and study carefully one or more trade journals devoted to the industry in which he is a factor.





MERITAS AND SANITAS

TABLE OIL CLOTH

WASHABLE FLOOR COVERING



- C MERITAS and SANITAS continue to move right along thead of all.
- C The records Jiow a steady, continuous gain
- \P Match the staying quaintes—the fast performances of these poods against any others.
- C The winners are always the favorites,
- C MERITAS is the favorite table and sleft oil cloth in
- It has caiped the approval of the people or its merits
- SANITAS is speeding ahead wherever shown.
- It is the best made, best known, best selling washable wall covering on the market.
- C SANITAS can be had man wide range of styles, colors and unishes to sait every from in the house. The genume has our trademark straped every ward on the back.
- C.Ask your folder to stow you SANITAS samples.

SEE YOUR JOBBER -WE'LL MOVE THE GOODS

Standard Oil Cloth Co.,

320 Broadway New York



One of a series of remarkably successful trade paper advertisements in which various patterns of oil cloth and floor covering are used in the illustrations. Unique in all trade paper advertising as a combination of snappy illustration which at the same time shows the pattern of the goods advertised. Prepared by the Root Newspaper Association.

The second group may be called the technical group because in it are included those trade or class journals devoted to technical and scientific subjects. They are at the elbow of the engineer, the doctor, the contractor, the railroad man, the banker, the worker in the mechanical To these men of affairs they bring the latest news of scientific and technical research in their chosen fields. Whether it be the physician who reads of the success of a new combination of drugs in the treatment of an old disease; the engineer who watches with interest the development of new machinery which will reduce the expense or increase the efficiency in his railroad or tunnel building; the mechanic who studies carefully some difficult problem in electricity or in practical metal working; they all depend upon their trade journal for such intimate information and they watch it all the more carefully because it is the only medium which keeps them in touch with the latest developments in their business or profession.

As a matter of practice, these two groups are not sharply defined. Technical information is not confined to the technical journals. But for the purposes of discussion these classes may be accepted as fairly distinct.

A "Strictly Pure" List

It is true, also, that those outside the classes for which the various trade journals are edited will not be interested in these journals. The layman or the doctor will not be consumed with a desire to follow the statement, in higher mathematics, of the problem of stress in the stringer of a bridge; nor with the most approved methods of trimming the display window of a store. It is not reading for the mass but strictly for the class. Nor is there any appreciable duplication of circulation in papers of different classes, professions or trades.

Therefore, trade paper subscription lists are refined from the very nature of the publication. There is no waste. They are absolutely simon pure.

Another important point to be considered in connection with the "no-waste" statement is the personality of the readers.

The first group of trade papers—those which circulate to retail merchants, either reach the merchants themselves or those heads of departments who have absolute charge of the buying for their departments.

Those of the second group reach the professional men, the engineers, doctors, contractors, railroad men, manufacturers who do their own buying either directly or through departments with which they are in close touch. A small proportion of these papers reach shop men in factories or in charge of work under higher officials. Even the latter are consulted and have a powerful influence when it comes to buying equipment and apparatus, even if they are not actual purchasers.

Briefly, this is the personnel of trade journal subscribers. It may well be noted that these men are employers. They have money to spend and they spend



B. D. A. ENGLISH MOHAIR HAS THE FINISH THAT NEVER GROWS OLD

Long life is a quality of first desirability in any fabric.

And the life of the fabric is measured by the life of the finish.

This is one of the features in which English Mohair excels all other fabrics.

The lustrous finish which serves to heighten the value of its rich colorings is there to last in undiminished beauty as long as the woof and warp of the material itself.

Note, if you please, English Mohair is one of the few fabrics that fulfills our Grandmothers' standard of wear.

BRADFORD DYERS' ASSOCIATION

OI

BRADFORD, ENGLAND



An American idea of exploiting an English product to American dry goods merchants. A neat use of a purely decorative design with plenty of white space to set it off, and illustrating the distinct value of the use of white space and terse description. Used in connection with, but merely to aid in a selling campaign in which the trade journal was an important part. Original was printed on page 83/4x13 inches.

it. They read trade papers because they find it impossible otherwise to keep abreast of the advance in their business or profession.

Naturally, therefore, advertisements in their trade journals go right to the men with whom the advertiser must do business.

And advertisers, by choosing trade papers intelligently, will be able to segregate from the millions of readers of newspapers, weekly or monthly magazines, just that class of men to whom they must sell their product.

The Matter of Distribution

The importance of the class of trade journals which circulate to the retail merchants lies in the fact that distribution is a vital factor in a successful business.

An overwhelming proportion of the products which reach the consumer are sold over the counters in the retail stores. The merchant, therefore, holds the key to the situation, and the success of any campaign depends upon his attitude toward the goods. The manufacturer, importer or jobber of all merchandise whatsoever must make his satisfactory arrangement with the retailer or he will fall short of that complete success he desires.

The wreck of many an advertising campaign of vast proportions still may be seen on the shoals of improper distribution. Consumers prepared by costly advertising to seek the goods, asked the merchants for the goods,

but those merchants had not heard of them before. The campaign was foredoomed to fail. To illustrate, not long ago I listened to the discussion of a resolution—which later was unanimously adopted by the delegates at a national association of merchants—denouncing in good set terms just this sort of advertising. And these merchants who denounced this method of advertising as unfair, and talked bitterly against the firms that use it, were the very men the advertisers thought would welcome their campaigns because they would sell more goods over the retail counter!

Strange as it may seem, these incidents are more than common.

Reaches the Distributor

Speaking wholly from the standpoint of advertising, the retail merchants' trade journal is vitally important because it reaches the man who must distribute advertised goods.

The direct-to-the-consumer phase of distribution may be passed over entirely in this discussion because of its comparative lack of importance. The head of an important retail mail order firm declared recently that only 7 per cent of the consumers of this country buy goods direct by mail. The remaining 93 per cent patronize the retail merchant. Undoubtedly this mail order man has not underestimated the proportion.

In opening this discussion of trade paper advertising



In Safeguarding your Customer you Safeguard Yourself

BLACK STOCKINGS—dependably dyed—are indispensable to every woman; you can astract trade by selling them just as surely as you can divert it by offering hose deficient in dye fastness.

The summit of dependability in black stocking dyeing is reached in those bearing the stamp of "Louis Hermsdorf Dyer."

Safeguard your own interests by selling black stockings that you know positively are FAST—STAINLESS—PURE.

After all, the chief thing about any black stocking is the dye. An expensive stocking with inferior dye is worthless beside even the cheapest grade in a line that's "Hermsdorf Dyed."

The Name That Sells the Stocking:-



We supply booklets, cuts, showcards and helpful advertising suggestions FREE to Hermsdorf merchants. Write us

The illustration adds at least half to the effectiveness of this advertisement. The signature is also a trade mark on the goods. The talk is distinctively to the thinking dealer, and on a point which appeals strongly to him.

in so far as it is concerned with the retail merchants' publications, it should be stated emphatically that the publishers of such trade journals are thorough believers in the value of general publicity or consumer advertising. This is contrary to the generally circulated theory, but is a fact, nevertheless.

The organization with which I am associated has attained its present high place in the publishing world because it rigorously has advocated general publicity. In fact, it has affiliated with it an advertising agency which devotes its labors to the handling of general publicity campaigns so correlated with proper advertising to the merchant as to secure proper distribution of goods before they are widely advertised.

In short, the success of this organization and of every successful trade journal is based upon the axiom:

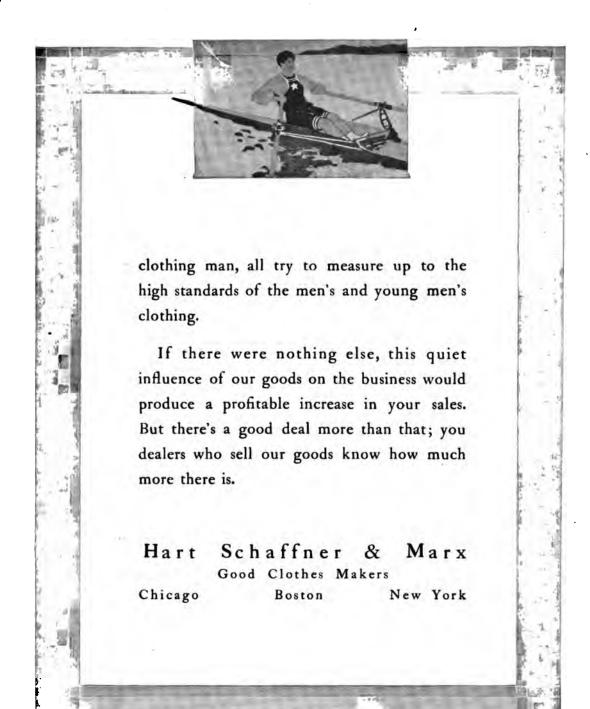
If the dealer does not have it, the consumer cannot get it.

So it is well to dispossess one's mind of any idea that the trade journal publisher is an enemy to consumer publicity. For he is not and never will be.

The Most for the Money

The object of every business man is to buy the greatest possible efficiency with his money.

The greatest success in business comes from securing the same efficiency from a smaller expenditure, or greater efficiency from the same expenditure of money.



This talk to the dealer, displayed in three colors on a double sheet of heavy enameled stock, was inserted in all the leading men's wear papers. The trade journal advertising of this firm is as distinctive as is its consumer publicity, and written along the same line of appeal to the highest class. Prepared and placed by Williams & Cunnyngham, Chicago.

Volumes have been written propounding the truth of this principle in advertising expenditure. It is unanimous that to accomplish this is the chief end of the advertising man.

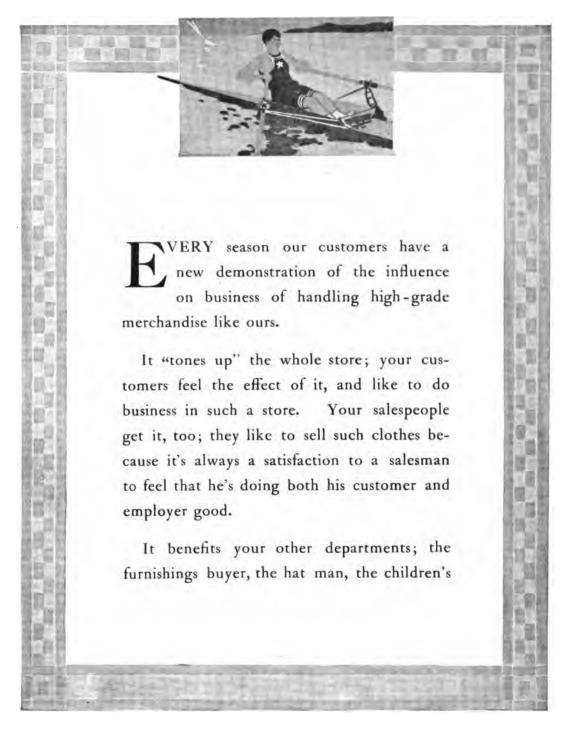
The trade journal publisher declares in no uncertain language that the greatest efficiency is not secured by any expenditure which does not look toward distribution of the product advertised. And he asserts further that an intelligent use of the trade journals is a most powerful aid to distribution.

In support of the first proposition stated, the trade paper publisher points to the fact that by far the greatest bulk of goods sold in the retail store is not advertised at all to the consumer. Instances in point may clarify this statement. The silk the women buy in the dry goods store is not advertised. Some brands are, to be sure, but the sales of these brands bear so small a proportion to the vast bulk of silk sold that it is scarcely to be compared. The same applies to dress goods and scores of other items.

The canned tomatoes or canned peas you enjoy for dinner sell to you without consumer advertising. Your wife takes the word of the grocer who sells them that they are right, and buys them.

The hat you wear is unknown except through your friend, the hat man.

Probably it is needless to quote further instances. But it is significant that you may see in the trade papers the advertisements of silks whose name you do not rec-



An illustration of high dealer talk, which was displayed in three neat colors on heavy enameled stock, and inserted in all the clothing trade journals. Prepared and placed for Hart. Schaffner & Marx by Williams & Cunningham, Chicago.

ognize; of dress goods, etc., whose titles are strange to you; of canned goods packers whose names are unknown to any but the dealers; of hats you buy only on your dealer's recommendation.

These unadvertised brands sell to the consumer because the manufacturers thereof secure the co-operation of the dealer.

On "Forcing the Dealer"

Some of the most expensive consumer advertising campaigns are carried on for the admitted purpose of forcing merchants to carry goods because their customers ask for them. While we might point to a hundred failures to one success, still the fact that there has been signal success in some instances is evidence that force can be called in. The trade paper publisher will not gainsay this fact.

What he questions is the wisdom of using force when it is not necessary.

If it is the chief end of the advertising man to accomplish as great efficiency as possible in his expenditure of money, is he right in overlooking distribution? Is he serving the best interests of his client in forcing a dealer to handle his goods when he might win that same merchant by other means?

The trade paper publisher says "No."

The straight line still is the shortest distance between two points. Advertising direct to the consumer to reach the dealer is not a straight line. There is the hazardous doubling back upon the trail which causes infinite difficulty. While it may be successful after a long time, the success is won at the greatest cost of time and expense. For the dealer can be reached direct through his trade papers.

Here enters, too, another important consideration. The merchants of the country are much closer to their customers than any manufacturer possibly can be. The dealer meets his customers face to face every day. He talks to them. They are his friends and believe in him. And many a "force-the-dealer" campaign has failed dismally because the advertising man overlooks this patent fact.

This has been stated concretely in an announcement by one of the associates of trade journal publishers as follows:

"Put yourself in the retailer's shoes. You're running a store—you know merchandise—know values—you're in touch with your customers—you know what will go with them and what won't, and you carry stock accordingly. You have been in the retail business for years, consequently your judgment in buying satisfaction-giving goods must be all right or you would have been forced to hang out the red flag long ago.

"Say you are carrying three brands of hosiery. You've been selling these goods right along and never had any kicks on them.

"Now let's say there are a score or more of hosiery

CHENEY

TOULARDS finished the season in the primary market with such strength as to indicate that they will be even greater factors in the Spring and Summer selling of 1911 than in the exceptionally successful season just past.

Chency Brothers desire to inform the trade that their

"Shower-Proof" Fowlards

will again be in the forefront in quality, coloring, and originality and exclusiveness of design. Your customers know how well these Foulards warrant their name.

Cheney Silks include "Shower-Proof" Foulards, Florentines, Decorative Silks, Upholstery Goods, Velours, Velvets, Ribbons, Cravats, Velvet Ribbons, Spun Silk Yarns, Reeled Silks, etc.

CHENEY BROTHERS, Silk Manufacturers, 477 Broome Street, New York City

79 Chauncy Street 929 Chestnut Street Heyworth Building Chronicle Building SAN FRANCISCO SAN FRANCISCO

An announcement which briefly sets forth a trade condition which dealers must meet. A dignified, well-arranged statement, set off by a judicious use of white space. Would have been improved by illustration, which is used by competition.

manufacturers who are advertising in the magazines telling consumers to ask their dealers for each of these particular brands. Do you think these straggling inquiries scattered among these score or more of brands would force you to stock even a fraction of them? As a retailer you would probably figure where you would come out if you attempted to run your business according to the wishes of the kind friends who start out to create a demand for you, without consulting you or taking time to tell you beforehand, the why or wherefore of their goods.

"Then apply this same method of reasoning to the hundreds of other articles you, as a live retailer, must carry—staple stuff in daily demand. Would you be tempted to order a trial lot of everything under the sun that people are told to ask you for? Not much! You would be more likely to continue managing your own business—selecting your own stock for your own reasons and with the satisfaction of the majority of your customers in mind, always.

"Of course, if somebody did spend a barrel of money to cause such a stir that quite a few customers asked for an article, you would probably carry it, but it would be a physical impossibility to carry everything merely because it was advertised to the consumer. . . .

"Answer this: Can the average dealer begin to supply the hundreds of magazine-advertised articles?

"No! and here's why. Dealers cannot sell goods they haven't got merely because a number of manufacturers

didn't take the trouble to secure proper distribution before they started to create a demand.

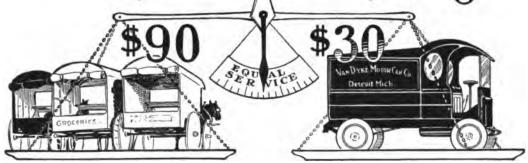
"The foundation of a selling campaign, the all-important matter of distribution of your product begins with the dealer. Get the co-operation of the dealers and you get something that money or competition cannot take away from you. Build your structure from the foundation up—then and not till then—if you want to help the retailer—go ahead creating demand; he'll appreciate it and you'll profit by it because the dealers will be able to supply the demand."

Now all this is elementary. But many advertisers seem to lose sight of this elementary fact. Probably it is because so many advertising solicitors have so little knowledge of the merchandising end of any business. On paper it may seem perfectly logical to declare that once the consumer is interested the dealer must stock the goods or go out of business. But the fallacy of the statement has been proven so often in practice that it seems a pity it should continue to "work."

Not long ago the famous "Anti-Substitution Campaign" failed utterly. The merchant could not stock with all advertised goods. Suppose a customer were to ask for Mennen's talcum powder. Would the dealer be a scoundrel and a knave to substitute Colgate's talcum powder because he did not handle Mennen's? Both were advertised.

This question of distribution is so important that I have dwelt upon it at length. It is with this important

Van Dyke Delivery Wagon



Does Work of Three Horse-Drawn Wagons at One-third the Cost

This strong statement sums up the whole story of the VAN DYKE delivery wagon. It is based upon actual tests during a long series of experiments. For the VAN DYKE vehicle is the first commercial motor car built expressly for light delivery purposes and for nothing else. It was built with this one purpose in view—motor, frame and body—a delivery wagon manufactured exclusively for your use in delivering goods to your customers.

So thoroughly have we gone into the matter of making an ideal delivery car, and so certain we are that the VAN DYKE DELIVERY WAGON is the one car above all others, that we have taken a step that no other motor car manufacturers ever have taken or have dared to take. Every car that leaves our factory is sold on the

Van Dyke Guaranteed Service Plan

A REVELATION AND A REVOLUTION IN MOTOR CAR MANUFACTURE

The VAN DYKE DELIVERY WAGON is the only power-driven vehicle sold which the manufacturers guarantee to maintain and operate for the purchaser at a fixed price of \$1.00 a day.

This is the feature which places the VAN DYKE DELIVERY WAGON in a class by itself. Under this guarantee the cost of maintenance is fixed absolutely in advance. This cost includes everything, even to washing the car daily so it always has a good appearance. It includes a daily inspection of the machine to be sure the motor and mechanical parts are in good condition. If your VAN DYKE is out of service in any way, we furnish another car to take its place. More than that we cannot do nor could you ask us to do. You know from the first just what your VAN DYKE will cost you to run and that cost will never vary. That's our GUARANTEED SERVICE PLAN.

Specifications of the Van Dyke Delivery Wagon

You want to know how the VAN DYKE GUARANTEED SERVICE DELIVERY WAGON will save you money. We can show you. It will pay you a profit and give your customers better satisfaction. Write at once, giving us your present delivery figures. The VAN DYKE makes grocers profits.

The Van Dyke

Motor Car Company
DETROIT - - MICHIGAN

CAPITAL: \$1,000,000.00

COUPON

VAN DYKE MOTOR CAR CO., Detroit, Michigan

Please send me all information about the PROFITABLE VAN DYKE DELIVERY WAGON and your GUARANTEED SERVICE PLAN.

Name	
Address	

The drawing tells the story at a glance. So thoroughly is this the fact that the company secured over 200 coupons from readers of the trade paper in which this advertisement was published. Every person who replied was using from 2 to 30 wagons. Another illustration of the necessity of telling the story, even if it crowds the space somewhat to do it.

problem that the present-day trade paper publishers have to deal. Their function is to aid the manufacturer in the distribution of his product through the dealers. The present-day trade paper publisher has made a careful study of the problems of distribution. He maintains a department of experts to aid the manufacturers by giving of their experience in securing the co-operation of the retail merchant.

Why Merchants Read Trade Papers

The retail merchant in this country who does not read one or more trade papers is a merchant to whom no manufacturer would care to risk an extension of credit. The trade paper has done more for the advancement of merchandising methods in this country than any other one agency.

The advertising manager of one of the great trade newspapers recently made this statement:

"If every manager or man with authority in a great department store should be suddenly removed today, there are men in our organization who could take up every branch of the work tomorrow and do it efficiently. Our men have been recruited from those positions because they have shown special ability in imparting to our readers through our papers the special knowledge they have gained from years of experience."

The present-day trade paper organization is made up of specialists. You will find the best-posted buyers in

every line writing weekly on the conditions in their lines. Experienced window trimmers will devise ideas for use in the store; store advertising managers are writing on this phase of the business; store architects are planning store lay-outs; expert accountants are straightening out the books of dealers, devising special systems of accounts and answering thousands of questions presented to them for solution.

So through his trade paper the merchant receives expert information about his merchandise and his business methods that would cost him many times as much were he able to get it in any other way. Competition forces him to read his trade paper, because if he does not his competitor will and his competitor's business will show the result.

Real Test Is In Results

But the most satisfactory answer to this question, after all, is the results. Does trade paper advertising pay?

C. R. Lippman, advertising manager of the Genuine Bangor Slate Company, in an address before the Technical Publicity Association clearly stated what he believed to be the money value of trade paper publicity from the standpoint of the advertiser. He said:

"Let us take as a concrete example a good medium with 10,000 circulation. On the debit side we enter the



Speed Up Your Profits On Delicacies



The policy upon which our business has been developed is, and always has been, to make the best and purest foods that science, skill and the most rigid care and cleanliness can produce. Quality has ever been the foremost consideration in everything that bears our name.

Heinz 57 Varieties Pure Food Products

are advertised everywhere, and the peculiar merit which has been responsible for the present world-wide expansion of our business is recognized by consumer and dealer alike.

You reap the benefit of the many thousands of dollars which we are spending in the leading publications of the world. When you sell your customers one of the "57 varieties" you can rest assured they will always return for more. The quality is there and every palate will be quick to appreciate it.

Some people—a few from choice and others from necessity—insist upon something "cheap." Invariably the result is that they are dissatisfied with the grocer that sold them, or disgusted with prepared foods in general. But—sell them a Heinz product and they become permanent and profitable customers. Your profits on delicacies depend or the kind you sell.

H. J. HEINZ COMPANY, Pittsburgh, U. S. A.

New York

Chicago

San Francisco

London

A typical Heinz announcement to dealers, published in a leading trade journal on the occasion of a national convention of grocers. The outlined jar is a copy of a Heinz container, and the talk of quality and the publicity given to the Heinz lines is as familiar to grocers as the Heinz watchwords are to consumers of the country.

advertising contract, say \$500 for the year. Now what do we get on the credit side?

"First. We get the directory value of our ads. That is, possible customers looking for sources of supply will find our name at the right time. This is a particularly desirable feature in the case of newly-established prospects who have not yet come within the range of our mailing list. Such potential customers are generally good acquisitions, for their use of a trade paper as a source of information proves them to be progressive and wide awake. Thus our ad performs valuable scouting service, for which we allow a credit of 20 per cent of the advertising contract, or \$100. It is certainly worth that much to us a year to keep a look-out in the masthead of our ship to show us new worlds, or rather, new accounts to conquer.

"Second. We can utilize the space in a direct selling effort for localities beyond the reach of our salesmen. This is worth another 20 per cent or \$100 a year.

"Third. We can utilize our trade paper advertising to influence the minds of our customers and prospects in our favor, preparatory to the salesman's visit, saving him considerable time in closing deals. Suppose by reason of such preparatory work a traveler saves only one day a month, the resulting economy in salary and traveling expenses will certainly total up another \$100 a year—to say nothing of the greater profit on the greater volume of sales the traveler can attain in the time gained. You will notice I have allowed here only twelve days

saved at an outlay of \$8 a day for salary and traveling expenses—certainly a mild estimate.

"Fourth. No one will deny that a standing advertisement seen by customers or prospects whenever they look through the paper has decidedly a cumulative goodwill value. That is, as the years roll by this advertisement will unconsciously pre-empt a space for our firm in the consciousness of the reader—and likely lead to sales. For this we will allow another \$100.

"Fifth. If the ads bring us, in a manner directly traceable, only one customer every other month—that is certainly putting it low—we will credit it for that with the remaining \$100. That is, we estimate that through this trade paper advertising we have acquired six new accounts a year, at an average cost of about \$17 each, for this advertising space. In general advertising this would, of course, be a shocking figure. In trade advertising it is mild, as I will show by the next example.

"If you object to the above analysis as entirely too problematical let me put it in another way and still prove my contention.

"If this \$500 advertising contract brings us only ten new customers a year, or increases our sales with the old customers in an equivalent proportion, this would be at an expense of \$50 per new account. This is also profitable. Every new account is certainly worth \$50 to the house. No one will question this if we consider that the good will alone of a business with 1,000 regular customers on its books will certainly exceed \$50,000 in value.



Alba Glass: For the Effective Lighting of Large Spaces



Reg. U. S. Pat. Off.

After making lighting glass for over 30 years, and working out difficult problems in glass making, and lighting, exhaustive study and experiment have resulted in the invention of an entirely new kind of glass, which has been named "Alba Glass."

It is semi-trans-

lucent, jade-like glass, only whiter and more transparent. The loss of light is less than half that of the globes usually used, and it gives the light an even spread over the surface to be illuminated.

It does not accumulate dirt, because it is perfectly smooth on both sides.

"Alba Glass" gives perfect diffusion of light without sacrificing brilliancy.

Wherever tested by lighting engineers, the superiority of "Alba Glass," over all other kinds, has been readily apparent. Large spaces now-a-days are expected to be lighted. "Alba Glass" is equally adapted to the lighting of streets, stores, factories, offices, hotels, theatres, public buildings, and all places where a brilliant, evenly-diffused light is desirable.

Peculiar lighting problems can usually be met with special shades, shapes and arrangements. I sometimes make special glass for peculiar requirements.

In addition to this, I make two or three thousand shapes, of all colors and kinds of lighting glass, and more coming all the time. Your dealer will gladly get any of them for you. Catalogue free if you desire it.

I make eight kinds of glass, as different from each other as silk, linen and wool Some are heat-resisting, some light-diffusing, and hard to break.

Full information will be sent upon request.

Масветн,

Macbeth-Evans Glass Co. Pittsburgh

This practically is consumer copy, though published in a technical journal. Lighting engineers are the consumers in this case, and are advised to go to dealers for Macbeth glass. A simple account of a great industry with an illustration bearing directly upon the subject matter.

"So you see, the odds are overwhelmingly in favor of trade paper advertising."

This is the opinion of an advertising manager who has studied the field. We quote it at length because of the clearness with which Mr. Lippman has stated his belief.

Here's another angle.

Every retailer is a consumer. He buys goods for his family. He is able to buy what he wants and his credit is good. Advertising to the dealer in his trade paper in a certain degree is consumer advertising. But, of course, the buying capacity of the merchant is not limited by his individual wants.

Buy for 5,000,000 Families

The largest circulations among consumer mediums will run less than 2,000,000. The average number of customers served by a retail merchant will average about 2,000 the country over. But even if this average estimate is divided by four, and each merchant credited with 500 customers only, the trade journal with a circulation of 10,000 merchants reaches 5,000,000 consumers.

The subscribers to such a trade journal sell all the goods to 5,000,000 families.

Of course, this is reaching the consumer indirectly, but it is necessary to remember, as has been stated, that the merchant has a reputation among his customers that enables him in 99 cases out of 100 to sell them what he wants to sell them.

So in addition to being a consumer himself, the retail merchant has a buying capacity which far outclasses the buying capacity of any reader of a consumer magazine. And the trade journal with 10,000 merchant readers actually has the selling power of any two or three general mediums with the largest circulation thrown into one.

It has only been in the last four or five years that trade paper publishers have awakened to the value of their publications when the force contained therein is properly applied. The great advance in all advertising has been within the memory of the veriest tyro in the business. Consumer advertising in this period has been developed to a high state of excellence. Publishers of trade journals have reason to congratulate themselves on the attention now being paid to their journals. The trade paper has earned for itself a distinct place in the process of distribution. From this time forth it will become more and more important.

To the manufacturer who has goods to sell and only a limited amount of money to spend the trade paper offers the best method of selling those goods. Many a great consumer advertiser of today started yesterday in a modest way in the trade papers. His success there developed his business to such a point that he was justified in going into the larger field in which he must spend thousands of dollars where he spent hundreds before.

i



You Must Have This Book:

"The Story of an INLAND GalvanizedSheet"

Before the Supply is Exhausted

A Story of An Industry

Chapter XXIX

EN who have grown gray in the steel business write us that our "story" is the most interesting and most informing book of the kind they have ever read.

Every man who buys, sells or uses steel of any kind should have a copytells the whole story of the making of a galvanized sheet from the ore to the spelter pot-richly illustrated.

Our first edition of 10,000 copies is nearly exhausted, so great has been the demand.

It is free to all, though toward the last we may have to discriminate in favor of actual users or sellers of galvanized sheets, as indicated by applicants' letterheads, giving the preference also to men and firms near or west of Chicago.

It is all solid fact, yet interesting as a romance.

We publish it in order that the steelusing world may know, as we know, the unusual care that is exercised in the making of an Inland Sheet, and the marked success that has been ours in developing a superior product.



Send for Booklet No. 2, the most interesting Story of Sheet Steel Making ever printed



INLAND STEEL CO.

First National Bank Building, Chicago

Works, Indiana Harbor, Indiana

Branch) ST. PAUL Offices (

ST. LOUIS

DENVER

DALLAS

Chemical Bldg.

1618 Stout St.

Wilson Bldg.

One of the best illustrations of the indirect method of impressing the value of a product upon a possible user. A page in each issue of the greatest weekly steel paper and in a number of less important trade journals marked a new phase in steel advertising. While it is not possible in such space to create excitement about a sheet of steel, thousands of books about steel were distributed by this company and the campaign, which is not yet concluded, was a tremendous success.

But he does not overlook the trade papers at any time. He uses his consumer advertising to aid him with his friends, the dealers, made his friends through the trade journals.

The reason for the rapid strides in trade paper advertising is the fact that the publishers have insisted upon better advertising copy. Within our memory it was regarded sufficient to carry in the consumer mediums the announcement, "John Jones sells hats, dry goods and general merchandise; highest prices paid for eggs and country produce. Satisfaction guaranteed."

That stage has passed in consumer publications. It is only beginning to pass in the trade papers. Some trade journals have taken so advanced a stand that no copy in any publication will surpass in beauty of design, general excellence and pulling quality, the announcements which appear in their columns. Trade paper publishers know that the copy in their papers must be as attractive to their readers as is consumer publicity to the readers of consumer publications. The story is absolutely different, the audience is different. The copy must appeal to the retailer. So in the case of the best trade journals most of the copy is written by former retailers who know their audience and write from that knowledge.

These trade journals have their own departments for service to their advertiser. This service includes writing of trade paper copy, but it includes much more—the outlining of an entire selling campaign, if necessary. These organizations can go into the mill or factory, and from

an analysis of the goods and what goes into the goods, map out a plan that will sell the output of the mill. And the cost of such a campaign will be insignificant.

This is expert service. Is it small wonder these trade journals are growing? They are factors in any selling campaign.

Since the advent of copy prepared by such students of the retailers' problems the success of trade journal advertising has been as marked as that of consumer advertising when strong copy made its advent in that field.

The present-day trade paper publisher is willing to give his advertisers sworn statements of circulation. The buyers know exactly what they are getting for their money. This is the fact notwithstanding most of the prospects to whom he gives these statements compare his figures with those of great magazines which go to the consumers. Placed at a decided disadvantage in most cases, he takes his chances at being given an opportunity to explain that his readers translated into terms of consumers will outnumber three or four to one the circulation of any consumer publication.

An Agency Man's View

Now passing from the consideration of retailers' trade journals to that of the whole field again, I have an interesting quotation to make from the address of Mr. R. R. Shuman, made at an Ad-Men's convention. It runs:

"Similarly the builders of automobiles following the

WHY LIVE MERCHANTS HANDLE THE



THE BRUSH THAT HOLDS ITS BRISTLES

NE Merchant says:

"I handle Kleanwell because it is sold in a clever way.

Time is money. Besides a good profit, the sales are so quick, take so little time, that I SAVE money selling them."

Another Merchant says:

"I sell Kleanwell because it is so extensively advertised."

While the Kleanwell Tooth Brush is advertised all the year 'round, it will command particular attention in September

Look for the full page Kleanwell Advertisement in the Saturday Evening Post, September 10th.

This striking advertisement (the strongest we have ever issued) will cause an acute demand for Kleanwell.

It is a part of the big campaign we have been conducting during the past year in the Saturday Evening Post, Associated Sunday Magazines and Literary Digest.

It will appear at about the same time our large advertisements in Fall issues of the Home Pattern Quarterly, Butterick Fashion Quatterly, Standard Fashions, and New Idea in Fashions (with their 2,000,000 readers) are beginning to be felt at the toilet counters of the Department Stores.

Do you know the Kleanwell proposition?
Let us tell you.
Call on us if you are in town, or let us write you.

ALFRED H. SMITH CO.

84-86 Chambers Street,

N. Y. City



An advertisement designed to impress upon the dealer a trade mark which is being pushed to the consumer. The text tells what is being done to create a demand, so the dealers may have an opportunity to stock before the demand is realized. Written to secure co-operation, without which the consumer campaign cannot be a complete success.

lines of least resistance, hand over their advertising appropriations to the agencies, who naturally place them in the publications of the largest aggregate circulation—giving them 'the most for the money.'

"Let's see what they get:

"Mahin's Data Book tells me that 94.8 per cent—practically 95 per cent—of the families of the United States have less than \$3,000 a year income, and that 98½ per cent have less than \$6,000 a year income.

"That means that only 1½ per cent of the families—and hence only 1½ per cent of the readers of the popular magazines have money enough to buy a big touring car; and that in the 3.7 per cent whose incomes are somewhere between the \$3,000 and \$6,000 a year are included all the buyers of the medium-priced cars.

"Put it in another way:

"There are only, according to Mahin's Data Book, 272,000 families in the United States whose incomes are \$6,000 a year or over, and only 704,000 families, one-fourth of them farmers, who enjoy between \$3,000 and \$6,000 a year, out of 18,980,000 families in the country.

"Yet a fairly good-sized automobile advertising campaign will figure up four, five, six, ten million circulation per month!

"The money burned under the boilers of the local dailies, nickel weeklies and ten-cent magazines make a dickens of a lot of smoke, but the steam—the buying power—it develops cannot be greater than the average

buying power of the families who subscribe for and read these publications."

And in concluding this interesting statement Mr. Shuman says:

"If I were an agency and were given \$60,000 to spend for an automobile campaign and were looking strictly to my own profits, I would a great deal rather spend \$6,000 each in ten standard magazines, where one piece of copy would be written, illustrated, set up and ten electros made and forwarded at one time, than bother to hunt up sixty trade and technical papers of fifteen different sizes and shapes and dates of issue. Yet, if I were looking to the greatest benefit for my client and made a study of the average buying power of the circulation reached, I would have to pass up the popular mediums that reach the eighteen and a half million families who cannot buy an auto and put my client's campaign where it would reach the half or three-quarters of a million employers and captains of industry who have the money to buy whatever their wives and daughters tell them to buy, and would put before this logical audience for such a luxury a logical, business-like presentation of the claims that could be honestly made for my client's car."

"Ten thousand subscribers to any one of the leading iron, dry goods, machinery, lumber, railroad, drug, confectionery, soda water, grocery, brewery, distillery, banking or similar high-class trade papers will include more heads of families who are able to buy a touring car than

NOW THE BIG FALL BOOK

The year's most important issue of "Our Drummer" is ready to mail.

Its five hundred odd pages contain the most comprehensive line of General Merchandise ever shown by any house.

The prices—like those in our sample rooms—are all in plain figures; net and guaranteed.

On the pink pages is shown the holiday line that sets the pace for all America—longer and stronger than ever before.

The book is a gold mine of profit suggestions for any merchant who is willing to dig.

For instance: Notice the "Stimulator" bargains to retail at various popular prices and the Semi-Annual 50 Cent and Dollar Sale.

Get your request in early. Ask for Catalogue No. C 821.

Butler Brothers

Exclusive Wholesalers of General Merchandise

New York Chicago St. Louis Minneapolis

Sample Houses: Baltimore, Cincinnati, Dallas, Kansas City, Milwaukes, Omaha, San Francisco, Seattle

No firm in business does so much for its dealers as Butler Brothers. It has no traveling salesmen, the catalogue being its only "drummer." This firm's advertising is done chiefly to create among dealers a desire to see the catalogue and to impress upon them the value of the Butler service and the quality of its goods. The firm is probably the largest of trade paper advertisers. This is typical of its advertising.

two million circulation in a selected list of nickel weeklies and ten-cent magazines."

This is the opinion of an advertising manager of a great industrial concern which uses the trade papers. And it might be well to add, he has had a long agency experience.

The field for advertising in trade journals is widening rapidly. The next ten years will see a greater advance than have the last fifty. The advance will not be alone along those lines which heretofore have been regarded as "legitimate" trade paper advertising. The subscriber to the trade paper is a man with means who can buy what he wants to buy. You will find that though he may not find time to look over his weekly or monthly magazine thoroughly, he does read his trade paper. He reads it because it affects his bread and butter. There is no waste circulation.

The greatest field for the trade journal always will be the specialized field within the industry it represents. But as it has proven and will continue to demonstrate its power in that specialized field, it will extend its operations because of the very nature of its readers.

Recently I have heard advertising managers of great weeklies and monthly magazines confess publicly that their advertisers are growing restive under the everincreasing demands for funds to carry on still greater consumer advertising campaigns. The end is not yet. There must needs be a closer union between the elements of distribution, between the manufacturer and the retailer.

Occasionally these wise publishers print in the trade papers advertising for their own advertisers. This publicity appeals to dealers who must sell the advertised products if they are sold at all. No more thorough admission can be made on the part of these men that the trade journal's influence is necessary to complete the cycle and the success of the advertising campaign.

As the retailer is necessary to the success of the manufacturer who distributes his product over the store counters of the country; as the professional and technical man is essential to the manufacturer who produces goods for their use alone, the trade or technical journal, which is the constant companion of these classes, is essential to the complete success of any campaign of distribution.

Trade journal advertising is in its infancy. The study of the power behind the trade journal has been wofully neglected by men who should know of it. The trade paper publishers themselves have been slow to push their claims for recognition. They perform services today for sums ridiculously low. But as this special advertising develops these low rates will be placed on a basis commensurate with the service rendered.

The greatest development in advertising during the next few years will be in trade and technical journal advertising, because such advertising brings results that cannot be attained economically without it.

Comply with the Law. Save Power.

Increase Profits with Solit Friction Clutches

HINK of the reduced power load in your own plant, if machines could be shut down when not in use.

Think, also, how loss of production, idle workmen, dead equipment might be avoided—if whole departments need not be stopped while some trifling repairs were made or a new belt put on.

A careful sub-division of factory equipment by means of Dodge Split Friction Clutches allows all this and much more.

Each department, each line shaft, each group of machines, even each machine, may be controlled independently of the balance.

So that when any particular machine or department is not needed in operation, all that is required is to throw out the clutch. And so save power otherwise wasted.



DODGE SPLIT FRICTION CLUTCH

◆ When some department or a few machines are to work overtime the whole plant need not run. Clutches on the main jack shaft control the various factory divisions.

And more than that. dicious use of Dodge Split Clutches throughout your plant enables you to comply with employers' liability laws. Which, in most States, are coming to specifically require the use of clutches.

As in Illinois, where the new factory law reads: "Where machines are arranged in groups, rooms or departments and are supplied with power through the use of main or line shafts, receiving power from some

prime mover, located without the group, room or department, the power receiving wheel of such main or line shaft shall, wherever possible, be provided with a friction clutch or other



DODGE SPLIT PRICTION CLUTCH with Iron Pulley Mounted on

effective power disengaging device, with suitable means for operating the clutch, or power disengaging device, and these means shall be placed within the confines of such group, room or department, and within easy reach of the employees or operatives affected, so that all machines, shafting and other transmission machinery within such group, room or department, can be simultaneously shut down." (Sec. 3, Par. D.)

Accidents to employees ARE avoided when the machinery can be instantly stopped by one movement of a fellow-employee's hand. A clutch lever may stand between your firm and heavy damage suits.

There is no device ever invented for mill and factory that makes for greater economy than the Dodge Split Friction Clutch. For in itself it is an "economy mechanism."



DODGE SPLIT FRICTION CLUTCH

Our Clutch Bulletin V-116 describes the construction of Dodge Clutches. It shows how the clutch and pulley are separate and interchangeable. So that the pulley may be taken off and some other size or type put on. Or a rope sheave, sprocket wheel or gear substituted. Also how the clutch may be made into a cut-off coupling by simply bolting on a cutoff hub in place of the extended

The Dodge Idea of interchangeability and standardized excellence has been further applied to our clutches, so that they can be carried in stock for immediate delivery. Our branch houses and agencies all over the country carry the regular sises.

Tf your plant is not subdivided-if your profits are at the mercy of your equipment-write us.



DODGE SPLIT PRICTION CLUTCH with Wood Split Pulley Mounted on Extended Sleeve.

Let us advise you as to how you could install Dodge Friction Clutches so that they would pay for themselves many times each year. And without disturbing present equipment, because of the fact that they are split throughout and easily erected.

Fill out the coupon and get our Clutch Bulletin V-116. It shows illustrations of how some concems have — and how you Se See Authorities might — save money by installing DODGE Friction

Dodge Manufacturing Company

STATION H-22, MISHAWAKA, INDIANA

"Everything for the Mechanical Transmission of Power'

Pittsburg Boston Minneapolis Brooklyn St. Louis Philadelphia New York Chicago Cincinnati Atlanta

Agencies in mest other cities throughout the country

South State and Control of the State of the

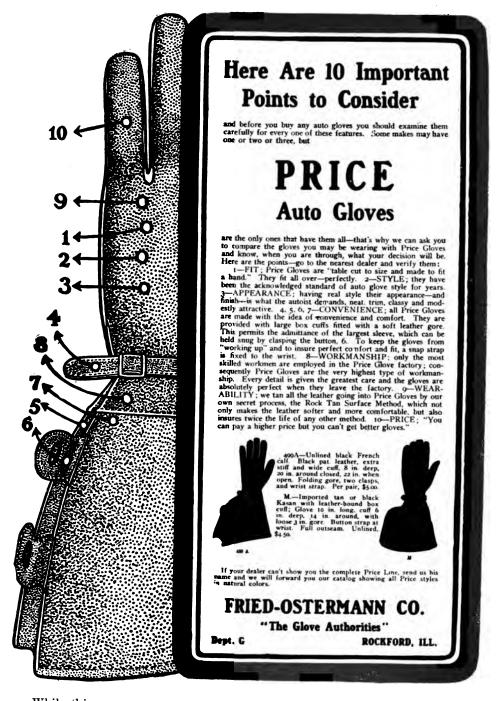
A bit of publicity directed to the owner, manager or superintendent of the factory, built upon the three points which always are present in the minds of these men. A sample of a compact advertisement, every word of which counts, illustrating the necessity of telling the story in an interesting way. Interest sustains and overcomes the natural tendency to pass by a crowded advertisement.



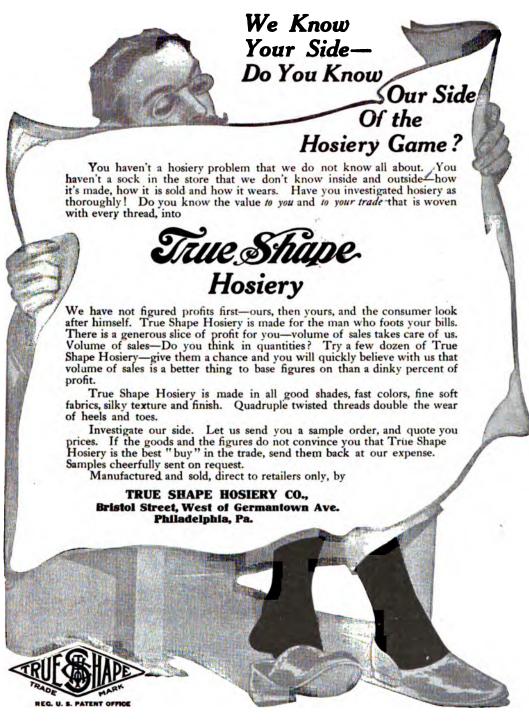
NIAGARA SILK MILLS

CHICAGO: 157 State Street North Tonawanda, N. Y. NEW YORK OFFICE: Decker Bldg., 33 Union Square

SAN FRANCISCO: Messre, McNamara & Moran No "consumer" advertising is more attractive than the Niagara Maid silk glove and hosicry announcements to dealers. Because of the high class, these announcements attract attention of dealers, while they are used to make such important trade statements, such as the discounts on certain shipments as in this advertisement. One of the most fetching of dry goods trade paper announcements. By Root Newspaper Association.



While this announcement appeared in automobile trade papers, it is consumer copy, because appealing to users of gloves. Prepared and placed by Cramer-Krassel Co., Milwaukee.



This is straight dealer talk on points which always present themselves to the merchant who must sell the goods. An example of the methods used by the manufacturer to market his goods direct to the dealer without the aid of the jobber. Published in men's wear papers, going to merchants who want all these questions answered before they will buy the goods.

Sturdy Mazda Lamps Stand Rough Treatment

For Shop lighting G-E MAZDA Lamps have three characteristics that place them far ahead of all other illuminants:

- They give three times as much light as ordinary incandescent lamps of the same current consumption.
- They show colors nearer to real daylight values than any other type of electric incandescent lamp.
- They will withstand any ordinary shock without breaking



This illustration is made from an actual photograph of a man demonstrating how roughly lighted G-E MAZDA Lamps may be handled. Repeated blows failed to injure the filament, although lamp was forcibly bounced against ceiling.

> Sales Offices in all Large Cities

When lighted, G-E MAZDA Lamps may be roughly cleaned without fear of breaking filament.

When not lighted these lamps are protected from vibration by a special shock absorber rosette on the ceiling.

The 16 and 21" concentric steel diffusers used with these lamps reflect from 15 to 20% more light on the work than is possible with any glass shade. All the light is reflected and black shadows done away with

The combination of G-E MAZDA Lamps with shock absorbing ceiling rosettes and concentric steel diffusers will increase your output by enabling mechanics to watch their cuts clearly and surely

A Lighting Plan for Your Shop

showing size and location of lights for most efficient lighting will be furnished promptly without charge if you write at once,

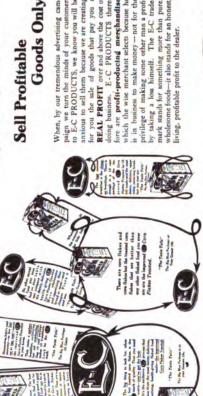
General Electric Company

Principal Office: Schenectady, N. Y. This advertisement published in a technical journal is written to catch the attention of the technical men who are responsible for the lighting of shops. The illustration at once demands attention and illustrates the point of the advertisement. Note the service offered in the last statement. This is an inducement often used to draw the inquiry, and actual money-saving service is rendered.



who do see clearly, will survive. We're not afraid to put our product up to always market the E-C PRODUCTS We don't care to do business with a ing money on goods. Because we realize only the big men in business -as they have been marketed in the past-by dividing the profit in such a way that the dealer will continue to sell them in ever-increasing quantities. machine - we want clear-thinking, vigorous-minded merchants who know when they are making a profit or los-To the contrary, we shall such men.

The Toris Tells



When, by our tremendous advertising campaign we turn the minds of your customers to E-C PRODUCTS, we know you will be anxious to sell them because we are creating REAL PROFIT over and above the cost of doing business. E.C PRODUCTS therefore are profit-producing merchandise which the wise merchant selects because he is in business to make money - not for the by taking a loss himself. The E-C tradeprivilege of making some other man a profit for you the sale of goods that pay you



QUINCY, ILLINOIS erea

This trade announcement, published in a double-page spread, deals with a live trade topic in addition to showing the dealer just what the manufacturer is doing to create a demand for his goods among consumers. Profits allowed the dealer is a live subject because so many well-advertised products are marketed on so narrow a margin that the dealer actually handles them at a loss. From this arises the term "slot machine dealer," discussed in this advertisement.

PART VI

TECHNICAL PAPERS

BY M. C. ROBBINS, Manager, The Iron Age, New York

The technical papers represent the post graduate course in journalism. The foundation upon which they are based is science. Their readers and contributors are the "specialists" of the age. Through this class of journal the way has been paved for the greatest achievements of industry, engineering and commerce. The development of practically every field of human endeavor has been recorded and aided by the technical press.

The newspaper reports the news of the day, the magazine supplies amusement and diversion, the trade paper deals with making money, but the technical paper furnishes the thoughts of men of great genius—men who have made possible our railroads, our bridges, our battleships, our telephones, our steel mills, our mines, our modern office buildings, our electric lights, our automobiles, our farm machinery—in short, modern civilization.

The Advertising Value of Technical Papers

A fundamental axiom of advertising is that the advertising value of a medium depends largely on its editorial merit. No class of papers is so carefully edited as the technical papers. Their editors require a breadth of education and a specialized training in their particular field demanded nowhere else. They must not only be able to pass judgment upon technical articles written by the engineers and specialists of their field, but they must themselves be able to discuss authoritatively and exhaustively the problems of their clientele. This requires long training of a technically educated mind, endowed with no small measure of practical business ability. No class of publications can be depended upon for so great accuracy and truthfulness as the highly developed journals in the technical field.

Thus is furnished the first essential in the making of a valuable advertising medium, viz., confidence on the part of the reader in the contents of the paper. The great body of engineers, technical and professional men look upon their technical paper as the "Bible" of their profession or industry. To miss a copy is to miss a step in the progress of their field. To read it steadily means improvement, achievement and proportion. Great numbers have been regular subscribers since their college days, and thousands of others secured the principal part of their education from its pages.

The clientele of a modern technical paper is a wonderful



See that Break?

and how it was welded

saving \$1000 and 6 weeks time

A costly break.

3,800 lbs. for the scrap pile. \$1,800 for a new casting if it could not be repaired.

It was beyond ordinary repair methods. Only a "putting-on" process could reclaim it. But this is one of the big repair jobs which can be done with

Davis-Bournonville Co's Welding and Cutting Apparatus the positive-mixture ony-acetylene process,

Welding and Cutting Appearatus
the positive-mixture ony-acetylene process,
using both gases under pressure, using an exact
and fixed proportion of each gas (1.28 oxygen to
1 of acetylene), and effecting a perfect mixture
in the D. B. torch.
Developing the "neutral flame" which
makes fassible such beavy welds as this, as well
as the lightest of welds, with the least oxidation
or provide the such as the latest oxidation of the compensous, and retaining 95% of the original
tensile strength.
This shear for shearing structural iron,
weighed 3,800 pounds. A new casting would cost
of time when a big break occurs is frequently
of greater consequence than the cost of a new
part, or new machine.
The Autogen R. I., welded this shear some
four months or shearing the shear of the course of the control o



Davis - Bournonville Co. 96 West St. **New York**

General Dealers Having Demonstrating Plants nous Welding Equipment Co., Springfield, Muss. lous Welding & Mfg. Co., Galveston, Texas, lous Welding Devices Co., Excess City, Mo. vige Brock, San Francisco, Cal. ham Welding & Machinery Co., Birmingham, Ala. Welding Co., Chicapp, III usting Co. St. Louis, Mo., Mianeapolis, Minn. Co., Pittsburg, Ps., Co., New York City, N. Y., ucinasti, Ohio. eveland, Ohio. loskon.

This advertisement would have been clear and convincing even without any reading at all except a line under each cut, because these cuts tell the whole story. The copy, however, is very good and the crowding is justifiable to give the cuts plenty of room. From The Iron Age.

thing. It can be likened only to a religious cult. The members of the profession have absolute "faith" in it. It is their creed. There may be a few "backsliders" but very many more "converts." And this "membership" grows and "sticks" just in proportion to the inherent worth of the paper.

Advertising Must Be Authoritative

The confidence of the subscribers extends beyond the reading pages. It includes the advertising. It is seldom that a "fake" of any kind gains admittance to the advertising pages of a technical paper. The publisher values too highly the confidence of his readers to abuse it. Moreover, he cannot hope to retain the patronage of reputable advertisers in a given line if he permits irresponsible competitors to bear his apparent endorsement. The result is that the advertising pages of the leading technical papers contain the best and biggest firms, and the most reliable ones. The reader expects to find the first announcement of a new firm here as well as the familiar advertisement of the concern he has done business with for years. There are many advertisers who have been in every issue of their technical paper since it was first published, and countless others that have appeared in every issue since their firm started in business. This familiarity with the constant repetition of the advertisements of these same concerns year after year is a great factor in increasing the confidence of the reader in the advertising pages, and the things advertised.



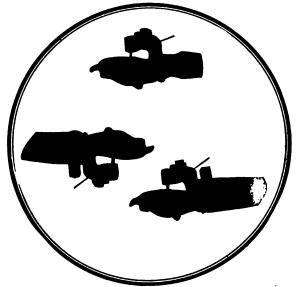
A technical article is seldom advertised for "general publicity," but here is an example. It is taken for granted that the reader knows all about "Kerite," but this is to remind him that when he is in the market for wires or cables he should specify "Kerite." Being so different from the general run of technical advertising it is quite striking. From Railway Age Gazette.

Circulation

Let us now look at the circulation—both quantity and quality. The mere number of subscribers is not so impor-Three thousand in one field may be more efficient for the advertiser than thirty thousand in another. question is, does the paper cover its field? Most of the better technical papers do, or at least they number among their subscribers a large percentage of the progressive men in it. Of course, in many fields there are two or even more good papers, and to cover such fields thoroughly the combined circulation of all may be necessary. The principal point, however, to consider is the quality of the subscribers. We shall find the truest index of the readers in the character of the reading pages. The modern technical journal contains matter that invites only the consideration of the progressive, up-to-date, ambitious reader. The man who is satisfied with himself, his work, his present way of doing things, will find no solace in the modern technical paper. Improved machinery, better methods, more advanced design, greater efficiency—in short, progress is the mission of the technical paper. Thus it is that the man who is most susceptible to the purchase of new machinery and equipment is automatically selected as a reader of the technical paper. No use to advertise a new machine to a man who is satisfied with the old one. Get after the man who is looking for improvement. He reads the progressive paper in his field, and the reading of that paper makes him a buyer of better equipment.



Hose Protecting Coupling



The "Flexible Bead" insures the disengagement of the hose couplings, when cars are separated, before the pull is sufficient to damage the hose in any way.

In car maintenance cost, one of the important items is the rupture of and damage to hose caused by separating cars without first uncoupling the hose by hand, as was intended when the present type of hose coupling was introduced.

The Westinghouse "Hose Proteoting" coupling eliminates this source of expense by reducing the strains imposed upon the hose. It is interchangeable with the old coupling and the same in every other respect, except that the new coupling has a "flexible" bead, as indicated by the arrows in the illustrations, instead of the ordinary stationary bead. When coupled in normal position, the improved coupling locks as securely as the old type. The old and new types may be coupled together, and the saving in hose will be in direct proportion to the number of the improved couplings in service.

The Westinghouse Air Brake Co.

THE AIR BRAKE BUILDERS

GENERAL OFFICES: PITTSBURG, PA.

Because of the thorough knowledge by railroad men of the Westinghouse Air Brake, one whole page is wisely devoted to describing and illustrating one new point on the hose coupling of the air line to the brake. It is very well done. From Railway Age Gazette.

The technical paper is in the van of the procession of its field. It prepares the way for progress. It sets the mark to be aimed at. It points out the heights to be reached. Naturally, therefore, its readers are looking for ways and means of accomplishment. Here comes the advertiser with the method or the machine with which to do it. He offers to furnish the equipment. This offer meets with ready response because the readers have been looking for him. He reaps a rich harvest because the ground has already been well tilled and the seed planted.

Advertising Related to Text

Advertising in the technical paper reaches the reader at the psychological moment. The importance of this principle has become so generally recognized that the great popular weeklies now run articles on investments next their financial advertising, and the big women's papers print matter on the care of infants next to advertisements of prepared foods and baby carriages. This psychological principle finds its best application in the technical papers. The advertising is all related to the subject matter of the contents. A mechanical engineer or superintendent who reads an article on modern machine shop equipment finds in the same paper numerous advertisements of lathes, drills, boring mills and milling machines. The architect who reads in his technical paper an article on the plumbing equipment of a great metropolitan hotel finds in the adver-



Lupton Steel Sash Its Strength is in the Joint

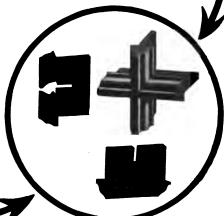
Look below and see how this straight line joint is made. Strength and simplicity are the characteristics of this sash. Further—the construction is equal throughout, so that standard glass can be used without requiring trimming at the building.

Before You Buy a Foot of Sash

get in touch with us. Let's talk things over. Even if you can't use any of our products, you may gain something through our wide experience in solving daylighting problems. We have in some cases saved our customers enough to more than pay for the sash. It's worth while pumping us anyway. Our line includes, besides the Lupton Steel Sash for side walls, the Pond Continuous Sash and Pond Sash Operating Device for monitor and saw-tooth construction, and Lupton Rolled Steel Skylight. All these are described in Catalog No. 5. Better have us mail you a copy.

David Lupton's Sons Co.

Allegheny Ave. and Witte St. PHILADELPHIA



These illustrations of the test of the sash complete and of the detail of construction must appeal to any designing engineer or contractor. The copy is forceful, well displayed and invites attention to other products of the company. From Engineering Record.

tising pages illustrations and descriptions of the latest designs of plumbing fixtures and the most sanitary equipment. Advertising in the technical press reaches the man in his most receptive mood, when his mind is full of the subject; often when he is on the point of buying—the psychological moment.

Appeal of Quality

The reader of the technical paper is the ultimate consumer or else he specifies what the ultimate consumer shall buy. He does not buy to sell again at a profit. He is not a dealer. For this reason every argument of quality, of performance, of construction appeals to him and receives his careful consideration. He is interested in price only as one factor in the whole problem. The engineer must specify or buy a machine that will give satisfaction. It must stand up. It must give the greatest efficiency. To make a wise choice and protect his reputation as a capable engineer he must know all about all the machines in this class. He must read the advertisements of old and new firms-keep abreast of the times in that line. And he does it. The reader of technical advertising is the most intelligent reader in the world. Often he knows more about a machine, what it will do, and how it is used, than the man who made it. Therefore, technical advertising should be prepared with the greatest care. Avoid extravagant claims or unfounded statements if you would inspire the confidence of these readers.

Advertising in technical papers hits the mark—its efficiency is high because there is practically no waste circulation. No man who manufactures a rock drill, for instance, would think of sending a circular to a million names chosen at random from city directories, including men, women and children in all walks of life. He would secure a list of all possible buyers of drills and circularize only Similarly in advertising, a metal mining paper for him would be nearly 100 per cent efficient because its circulation is practically all among mines and mining men, and nearly all metal mines use rock drills. An announcement of a new machine was recently made in two technical papers whose combined circulation was less than 35,000. advertisement was conspicuously presented on a colored insert in an attractive manner with coupon attached. brought over 3,600 replies. Think of it! Inquiries from over 10 per cent of the total circulation from one advertisement. Can publications in any but the technical field show such a high percentage of results?

Cost and Advertising Rates

The cost of advertising in the technical papers is low compared to its high efficiency. A comparison with the cost in other classes of publications is interesting. The rate in the popular weeklies is from \$2 to \$3 per page per thousand—say an average of \$2.50. The page is about 9"x12"

→Power Traverse Saves

Production Gains Both In Quality And Quantity

A man who is physically tired cannot do good work

The Vertical Turret Lathe finishes tically all the time the operator can

work so rapidly that it requires pracgive it—which is why it is doubly im-

If operating the machine plays him out the quality as well as the quantity

of the work suffers. In the Bullard Vertical Turret Lathe physical strain is taken off the operator by rapid power traverse.

The output of a machine is always more or less dependent up-

Rapid power traverse is only one of the features that distinguish the Vertical Turret.

Centralized controlmulti-cutting-vertical construction—power and ri-

In fact, a helper is sometimes need

ed to take away the finished work. portant his strength be preserved.

SULLARU By the power traverse of the Vertical Turret Lathe the operator's strength is on the operator.

It is concentrated upon doing the Not wasted in laborious operation work rapidly and accurately-

first importance in effecting the purpose of the Vertical Turret Lathe-Which purpose is to eliminate wasted time and reduce the cost of production of all face plate work

gidity-all of these are of

But rapid power traverse does of the machine. more than this.

For definite figures take it

within the machine's range.

up with our Time

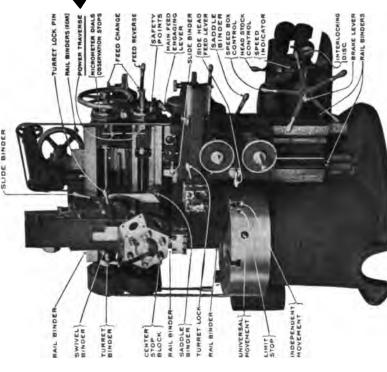
Department

Study

It also saves a quantity of time between cuts. Our treatise on face plate work No. V.30 gives the story of the Vertical Turret Lathe in detail. Send for a copy.

The Bullard Machine Tool Co.,

The Operator's Strength



Bridgeport, Conn., U. S. A.

A technical advertisement, exceptionally good in every respect. The caption commands attention and with the sub-caption presents the claim. The argument is strong. The illustration with arrowed description should appeal to every technical reader interested in this kind of machine. From American Machinist.

or about 108 square inches. The rate for advertising in popular monthly magazines is based on about \$1 per page per thousand. The page is about 51/2"x8" or about 44 square inches. In the class publications the rate is considerably higher, so we will not consider them. The rate in the technical papers is from \$2 to \$4 per page per thousand, with an average of about \$3. The size of the page is generally about 7"x10" or 70 square inches. Reduced to a comparative basis we have:

Popular Weeklies cost 2.3c per sq. in. per M circulation Popular Monthlies cost 2.3c per sq. in. per M circulation Technical Papers cost 4.3c per sq. in. per M circulation

Therefore, space in the technical papers, covering definite specific fields, each with one homogeneous class of readers, costs less than twice as much per reader as space in the popular publications of general circulation among men, women and children, of all classes, high and low, city and country, rich and poor, with a hundred different vocations. There should be no doubt in the mind of the manufacturer of machinery, equipment or material, who knows the field to be reached, about advertising first in the technical papers of that field. Here his chance for success is greatest.

Purchasing Power

The purchasing power of the readers of the technical papers is enormous. While these readers are the ultimate



ROBINS BELT CONVEYOR

The Robins Belt Conveyor was the Original and is to-day the Standard of this type of Conveying Machinery.

It is successfully and economically conveying ore, rock, coal and similar materials under the most trying conditions of service.

The design and construction of Idlers and Belt are the result of fourteen years' manufacturing experience and they are superior.

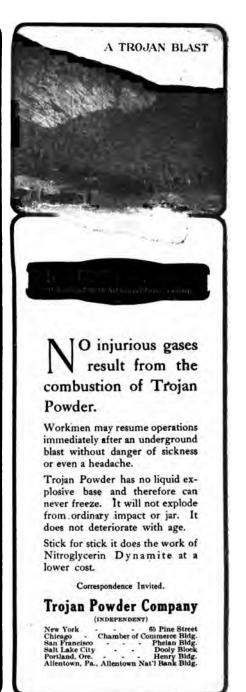
Our engineers will be glad to study and help you solve your conveying problems.

Correspondence invited.

Robins Conveying Belt THOMAS MARINE Company L. REINLE MARINE Company L. REINLE MARINE Company L. REINLE MARINE L. R

General Office: 13 Park Row, New York

Chicago, Old Colony Building; San Francisco, 738 Monadancek Building; Los Angeles, Pacific Electric Building; New Orleans, 106 112 North Peters Street.



Here are two advertisements almost identical in general layout, illustration, caption, body text and address arrangement. But there is a striking difference in argument. The Robins argument consists of weak, commonplace platitudes, while the Trojan contains strong, convincing "reasons why." From Mining and Scientific Press.

consumers or specify what these consumers shall buy, this is almost never as individuals. They buy for large interests. Think of the purchasing power of the chief engineer or the master mechanic of the New York Central Lines or the Pennsylvania System. These men are of necessity readers of several of the leading technical papers. purchases run into the hundreds of millions of dollars a year. The chief engineer of the Panama Canal specifies millions of dollars' worth of machinery and material each Is there any doubt about his being a reader of the leading engineering papers? Take the steel and iron indus-Its development has depended almost wholly on tech-Is there any official, engineer, general manager, or superintendent who does not read each week one of the great steel and iron papers? Is there an architect competent to design and construct a modern office building or hotel who has not come to his proficiency through a constant study of the progress of his profession as reflected in the architectural press? But there is no need to multiply illustrations. The technical man of trained mind and scientific genius is the man of power today. To secure his indorsement and co-operation means success to the manufacturer of machinery, equipment and material. efficient and practical method of obtaining his indorsement is through the advertising pages of the technical journals. This is the direct route to sales and success

Universal Head



THIS attachment is designed primarily for use in shops where the volume of cutter or reamer grinding is not sufficient to warrant purchasing a cutter grinding machine. It is simple in design, convenient to operate and can be readily placed in position or removed.

The construction of the head is simple, consisting of a swivelling vertical column which carries a swivel head that supports the work to be ground.

Most of the special features of the attachment are found in the work head. Its convenience and adaptability must be noted, together with the wide bearing surfaces and rigid construction which entirely eliminate any vibration due to the action of the wheel on the work.

Graduations on the base of the head indicate its position to 90° either side of zero. The head swivels in a vertical plane and can be securely clamped in position.

A vertical adjustment of 4" is provided by means of a ball crank at top of the elevating screw. This allows work up to 16" in diameter to swing over the table and, when the head is turned at right angles, light work up to 24" in diameter can be ground.

Send for circular giving full description and showing operations.



ONE OF THE OPERATIONS

Brown & Sharpe Mfg. Co.

Providence, R. I., U. S. A.

A good example of a strictly technical advertisement. The illustrations are clear, the caption simple, the copy technical, the composition excellent. From American Machinist.

TLER-HAMME

For Every Service



A. C. Self-Starter for Squirrel Cage



Bul. 35 A. C. Self-Starter for Slip

We can furnish the complete equipments in standard sizes of th P. and up for the control of motor driven pumps compris-ing Self-Starter, Copper Float and Float Switch for an open tank or well system, or Self-Starter and Gauge type Pressure Regulator for use in connection with a closed tank or air compressor.

Equipments can be furnished for both direct and alternating current motors and for every kind of service, for general service, for water works pumps, sprinkler tank service, drainage service. sump service, house service, fire pump service, for pumping out dry-docks, for high pressure hydraulic service, air compressors, gas compressors, etc.

By means of a switch operated by a copper float in the by means of a switch operated by a copper hoat in the tank of an open tank system the circuit to the motor can be automatically opened and closed. Should the water in the tank rise above the desired level the float is raised and the float switch operated to open the circuit. In this manner the pump is stopped and will not again start until the water falls below the predetermined low level. No current is wasted and no attendant is necessary.

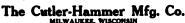
When used in sump pits only one connection need be changed on the float switch so that the pump will be put in operation when a fixed high level is reached.

In compression tank systems and when used with air or gas compressors the float switch is replaced by a pressure gauge which opens and closes a relay circuit to the self-starter as the pressure reaches its fixed high and low values.

Cutler-Hammer self-starters are also employed for the remote control of motors in pump service, elevator and hoist service, in mining work for motors operating fans, etc. In many plants self-starters are installed to prevent starting of large and heavily loaded motors too suddenly. In Cutler-Hammer self-starters the rate of motor acceleration is controlled by current

relays so that the motor will be held on each starting step until its speed has increased a definite amount when the next successive step will be made. No injury is possible to the motor and no line fluctuations are caused.

We have been designing electric controlling devices for almost 20 years and our files contain more data on electric control of motors than exists elsewhere. The advice of our Engineering Department is at your service at all times. Let us know your requirements.



The Cutler-Hammer Mfg. Co.

MILWAUKER, WISCONSIN

NEW YORK: Hadoon Terminal (oc. Church St.)

CHICAGO: Mondolk: Hadoon Terminal (oc. Church St.)

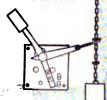
PITTSBURG: Farmers: Bank Bild;

CLEVELAND: Commonwealth Bilds.

PACIFIC COAST AGENTS. Olis & Squires, 135 New Montagenery St., San Francisco.



D. C. Self-Starter.



Here is a long story well told. The device is a small one, and the space is expensive, so the many uses, sizes and styles are mentioned. From Electrical World.



HARDWARE

HUGHES HIGH SCHOOL, CINCINNATI, OHIO

J. WALTER STEVENS ARCHITECT

To provide for quick exit from School buildings in time of fire or panic is important.

SARGENT

SAFETY SCHOOL HOUSE LOCKS

answer all requirements for this purpose; they may be locked against entrance from the outside, but are always operative from the inside.

SARGENT & COMPANY

NEW HAVEN, CONN.

NEW YORK

PHILADELPHIA

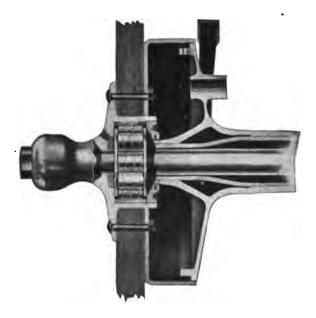
CHICAGO

SARGENT HARDWARE Is Obtainable Through Representative Hardware Merchants in All Cities



This style of advertising, illustrated with some building of good design, is much approved in architectural papers, because the architect subscribes to these publications primarily for the pictures and when used in advertisements attract attention. The brief but very pointed argument serves to make the reader think, and the illustration of the escutcheon is in harmony of design with the school building illustrated. On the whole, this is a most consistent and harmonious advertisement. From The American Architect.

Hyatt Roller Bearings



THE High Duty Type as applied to the hub end of a bevel gear rear axle is here illustrated. In this particular design, the bearing is placed on the tube and in the hub of the wheel, thus relieving the axle shaft from the dead weight of the car. Its sole duty is to drive the car and steady the wheel.

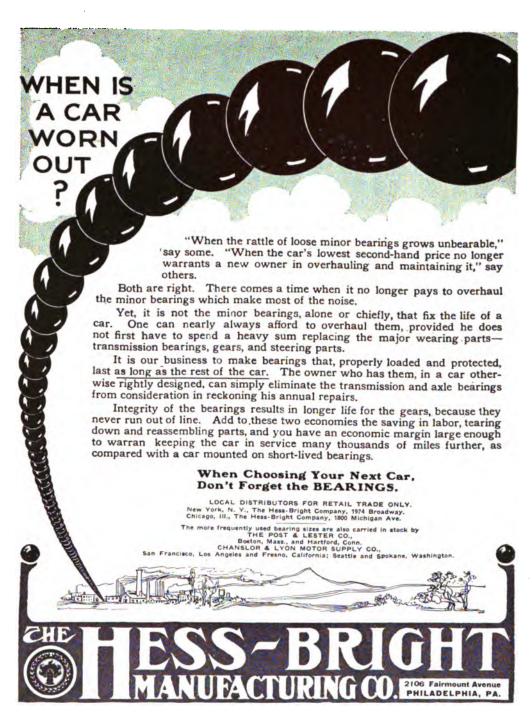
The flexible principle of the Hyatt Roller enables it to withstand sudden shocks and strains, thus relieving the entire axle construction. The high elastic limit of the alloy steel in the High Duty Type makes it particularly capable of meeting these conditions.

Flexibility is the exclusive feature of the Hyatt Roller Bearing, and makes it superior to all others.

Hyatt Roller Bearing Co.

Detroit, Michigan

Simplicity is the key-note of this advertisement. A splendid use of white space with simple caption and clear illustration of the application of the bearing to a very common use. The text is simple but technical with the best of "reasons why." From The Automobile.



The striking thing about this advertisement is the use of steel balls in the illustration. The copy is good and sufficiently technical, considering the subject and the class of readers appealed to. From The Automobile.



Be A Representative Up-to-date Engineer Own Your Own Indicator Outfit \$5.00 Puts You In Possession

You ought to be able to read any indicator diagram at a glance.

You ought to be able to tell exactly what is going on inside the cylinder of your engine.

You ought to be able to keep your engine working up to standard without waste in power, steam or coal.

You ought to be able to show figures—to prove savings—in a way that will bring you more pay—BUT; you can't do these things without an indicator outfit.

You ought to know what you ought to doget A ROBERTSON-THOMPSON Indicator outfit just as quick as time will let you.

If you have the slightest uncertain feeling about what outfit to buy—throw the matter on our twenty-five years of honorable dealing with engineers—and listen to this.

The Roberton-Thompson Indicator and Victor Reducing Wheeel are as accurate—as well made—as durable and as handsome instruments as it is possible to make, we guarantee them fully, and we would not risk our reputation unless they were worthy of all we can tell you in their favor.

Aside from the superiority of the instruments—the completeness of the outfit must appeal to you—you get everything needed in fact it is the most complete outfit ever offered at the price.

After the first payment of \$5.00 and references are received by us we send the complete outfit and you can keep and EXAMINE it for five days. If all is not as you expected send it back to us at our expense and we will return your money at once. You run no risk.

Read This Offer Carefully

A complete ROBERTSON-THOMPSON INDICATOR OUTFIT and VICTOR REDUCING WHEEL—packed in handsome hardwood case, with lock and key and nickel-plated trimmings, and fitted with extra ‡ area piston, detent motion, two springs as selected, either one 3-way or two straightway cocks, scales, cards, oiler, cord, book of instructions, etc., exactly as shown in cut. Price \$50—\$5.00 down and \$5.00 a month. One price for the whole thing. A complete indicating outfit at the price you can afford to pay.

AS A SPECIAL YEAR END OFFER—Good until January 1st, 1911, we will place a sterling silver name plate on every Indicator outfit case and engrave the buyer's name and address upon it—if so requested.

Engineer's Log Book FREE

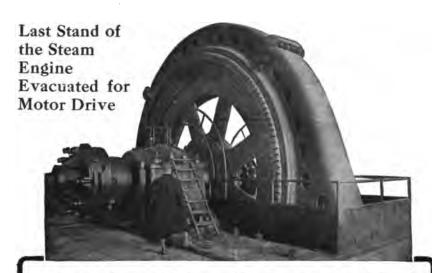
We are sending this free to all engineers who are interested in our Indicator offer. This "log" makes it easy to keep records—fuel and oil used, when engine was started and stopped, loads carried, etc., etc.—there's a place for everything you want to keep track of. Just fill out and mail us the coupon and we'll send you a copy absolutely FREE.

lace No. 33.
2 Send me a
free copy of
the Robertson
Log Book and
fall details of the
Robertson-Thompson
Indicating Outfit offer.

Jas. L. Robertson & Sons

76-78 Murray Street, New York

Very strong copy that is intended to "pull." It is assumed that the reader knows what an "Indicator" is and for what used, so the advertisement is devoted entirely to selling it. The illustration, the caption, the offer and the coupon suggest immediate action. From Power and The Engineer.



The electric motor drive has steadily won its way in steel mills. It started with pumps and cranes. Following these came the adoption of the railway motor and the development of the splendidly rugged mill type motor. Finally, this drive has carried the main rolls-the last position of the steam engine.

General & Electric



Mill Motors

Approximating 70.000 H. P., are now driving main rolls in the largest steel mills of this country.
On account of their rugged construction and superior insulation these motors stand heavy overloads with ease. Enormous mechanical strains are expected and carefully provided for by the use of shafts many times stronger and carefully provided for by the use of shafts many times stronger and larger than are used for other types of motors having similar power rating. Endless phosphor bronze rings band all armature wires, very effectually holding conductors in others.

place.
Across the end of motor shalt is

a yoke which is held in place by
two small bolts. Normally this
yoke keeps shaft in proper position.
If a roll breaks, these type bolts
break and allow motor shaft to
move the necessary distance without damage to the motor or mill.
These motors will start any load
they will stand under operating
conditions and do it with the same
current consumption. They pull
out of speed at approximately 3½
times their rated load.
The efficiency of the steam engine is a matter of adjustment and
continual attention. Its efficiency
decreases with age and wear.

continual attention. Its efficiency decreases with age and wear.

The efficiency of an electric motor wear.

Many safety devices are possible with electric drive as well as many conveniences. Too quick accelera-tion is automatically prevented. The motor may be shut down by push buttons in any part of the mill.

The steel mill engineers of the General Electric Company will be glad to investigate your mill with the view of installing electric drive. For further information write for recent Bulletin 4767.

General Electric

Largest Electrical Manufacturer in the World

Principal Office, SCHENECTADY, N. Y.

SALES OFFICES IN THE FOLLOWING CITIES

Los Angries, Cal. Minneapolis, Minn Nashville, Tenn. New Haven, Conn. New Haven, Conn. New York, N. V.

A very good development of the application of electric motors to the special need of the class of readers appealed to. The whole layout and composition are good. From The Iron Age.

"The Secret of Success Is Constancy of Purpose"

-Disraeli.

A Story of an Industry

T WAS constancy of purpose that made Benjamin Disraeli Premier of the British Empire, an Earl, and a power in world politics.

He thought in a straight line, worked in a straight line, dehieved in a straight line

He had but one goal—the highest station in the greatest Empire of Christendom. It took him thirty years to achieve that eminence—but he did achieve it.

Constancy of purpose—the resolute struggle toward a fixed goal—is what wins industrial victories, just as it does in statesmanship or war.

The Perfect Sheet/ That is the "Inland" goal.

At first we were far from it. Strive as we would, our dependence on outsiders for our raw material sent us down in

defeat again and again, just as it defeats every other sheet mill today that must buy its sheet bars from outsiders, as we once did.

It was well that we learned that bitter lesson early, for it forced us to declare our complete independence from outside interests by acquiring our own iron ore mines, building our own blast furnaces, installing our own basic open hearth furnaces and our own sheet bar mills.

Each year we get nearer to the perfect sheet that steel men dream of, but which no man has yet seen—nearer, we firmly believe, than any other sheet steel mill in the business, for the perfect sheet, when it does come, will be a Basic Open Hearth Sheet, and we have developed the Basic Open Hearth process to a degree of perfection not approached by any other house.



INLAND STEEL CO.

First National Bank Building, Chicago Works, Indiana Harbor, Indiana

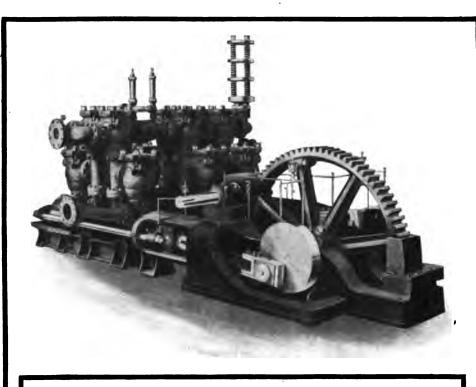
BRANCH OFFICES

ST. PAUL Pioneer Press Bldg. DENVER 1618 Stout Street ST. LOUIS
Chemical Bldg.
DALLAS
Wilson Bldg.

(Clin counce.	Attack t	-	cord or	letterband	and mail to me	

INLAND STEEL CO., Chicago	43
We use sheet steel for	muanag
mainly in No.	Lanter.
We require about	_tons a
year. What can you offer !	
Name	
Town State	
Business	
Date	

This is a good sample of the "serial" advertising by which a long story is told in successive advertisements. The light tone of the whole advertisement is in contrast with the general run of pages and attracts the attention for this reason. From The Iron Age.



Every Service-Any Capacity

No matter whether it is a station pump, a sinking pump, a vacuum pump for a cyanide plant, or a sump pump, be sure that it is a

GOULDS

The economy and advantages of power driven Triplex Pumps are fully realized by most mining engineers. If you are running a direct acting steam Pump in any place where a power driven pump could be installed, you are operating at a loss. The power utilized by Goulds pumps and developed by large and efficient units may be economically distributed to the places where it is consumed.

Goulds Triplex Power Pumps show high efficiencies, give continuous service with little or no expense and time for maintenance. They throw a steady stream of water and put a constant load upon the prime mover.

Send for illustrated literature about the pumps in which you are interested.

The Goulds Manufacturing Company 51 W. Fall St., Seneca Falls, N. Y.

New York Boston Philadelphia Chicago Pittaberg
St. Louis Denver San Francisco Los Angeles Seatte
Mexico City New Orleans Atlanta Buenos Aires Louisville Salt Lake City Mentreal Johannesburg Toronto

A most attractive advertisement. The cut is excellent, the display is correct, and the text good. From The Engineering and Mining Journal.







Accurate Records show that Carborundum Grinding Wheels Save time and money

In the plant of the Lynchburg Foundry Company, Carborundum wheels are used exclusively in the grinding of chilled plows—

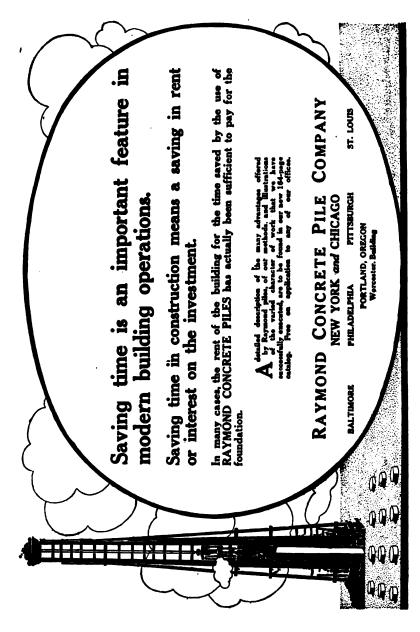
Accurate records show that in the grinding of plow points Carborundum wheels last 26 days and grind an average of 300 points a day—The best record ever made by any other wheel under similar conditions was 16 days of service and an average of less than 100 points a day—Two hundred percent. more work per day, 62 percent. more days of service—That's about what Carborundum wheels are doing in all sorts of grinding operations.

THE CARBORUNDUM COMPANY

NIAGARA FALLS, N. Y.

29 Clifton Street, Finsbury Square, London, E. C., England, Deutsche Carborundum Works, Disseldorf, Germany

A most striking and forceful advertisement. The type is most attractive and harmonious: the argument is strong and simple. What more is needed? The Engineering and Mining Journal.



A simple and attractive advertisement. The argument is good, the illustration clear, and as a whole invites attention. From Engineering News.



Here we have strength and size in this advertisement, indicative of the machine advertised. The text points out the safety of its operation. From Engineering Record.



Pulleys for Every Mining Service are included in The Dodge Line of Power Transmission Machinery.





"Independence" ODGE Wood Split Pulleys have for twenty-eight years been recognized as the most efficient pulleys for general service. Dodge Wood Pulleys are doing all kinds of hard work; some of them are driving stamp mills. Carried in stock with intershounces his based of the state of stock with interchangeable bushings by dealers everywhere. Bul-letin W-77 contains some interesting information about the fine points of wood pulley construction.

ODGE Iron Spider Wood Rim Pulleys are made for the hardest service and highest speeds to which a pulley can be subjected. We tested a pulley of this type to a rim speed of over five and one-half miles per minute without damaging it in any way. Has the superior wood belt surface, with the combined strength of iron and wood. Made to order. Bulletin W-18 fully de-scribes the speed test mentioned.

ODGE "Standard" Split Iron Pulleys are the result of long experiment to produce. a really satisfactory split, metal bushed pulley. They can't bend out of shape, have no riveted joints to work loose and are fastened to the shaft by compression re-inforced by two set screws. Interchangeable bushings for all sizes of shafting. Dealers all over the country carry them in stock. Bul-letin W-128 tells more about them



E also manufacture reg ular iron pulleys, fly wheels and special wheels of all kinds. Our wheels are correctly designed, proper-ly proportioned and well finished. Bulletin 61 shows something of our manufacturing sucilities, and bulletin W123 is on "Safe Construction and Speeds for Fly Wheels."



ODGE Pulleys are profitable pulleys to buy. They are made to give long, efficient service and to do

hard work. Please get the bulletins mentioned above. They explain the difference between Dodge Pulleys and—just pulleys. The difference between profit and loss in your pulley invest-ment. A letter or the coupon brings interesting pulley information.

This Dodge Calculator Saves Time and Figures

for men who must know about sizes, speeds and capacities of pulleys, shafting, friction clutches and telting. The calculator does away with long processes of figuring—it's as simple as two times two. All that is necessary is to set the slide and read the result. Thousands of mechanical men are using this device daily and finding it wonderfully helpful. Fill out the coupon and have us send you one of these valuable calculators. Made of celluloid, vest pocket size and

Sent to You in Real Leather case, DODGE MFG. CO. Sta. K-17. Mishawaka, Indiana. postpaid, for **25 Cts.**

		Ple Calcul case. Al				
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Con	npany				 	
wn			1	State	 	

Enclosed find 25 cents.

DODGE MANUFACTURING

Station K-17, Mishawaka, Indiana.

"Everything for the Mechanical Transmission of Power," Elevating and Conveying Equipment and the "EUREKA" Water Softener and Purifier.

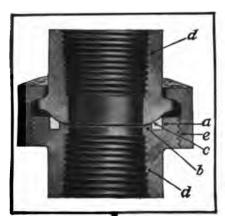
New York Cincinnati

Pittsburg Brooklyn Atlanta Chicago Agencies in other Principal Cities of the Country.

Boston St. Louis

Minneapolis Philadelphia

This advertiser has persistently endeavored to standardize his product, hence the use of "Dodge" with the diamond underneath, at the top. Various kinds of pulleys are illustrated and described and an "inquiry bringer" with coupon is used. From American Machinist.



The Union

VILL out and tear off the attached coupon, mail it to us and we will send you the Free Jefferson Union Paper Weight at once.

Also full details on each of the Jefferson points.

And in addition-if you desire itwe will tell you of the patented Movable Collar of the Jefferson 3-Part Flange Union—a feature that saves at least a half hour in making each joint.

There is no profit in delaying. Send for the free weight and details today.

The Offer

How The Free Jefferson Union Paper Weight Helps

The Free Jefferson Union Paper Weight is a section of the The Free Jefferson Union Paper Weight is a section of the Jefferson Union. It is just the right size and shape to make a very handy little piece of desk furniture. And being a section of the Jefferson Union, it is the one best way of putting all the Jefferson facts into your possession—first hand. The best way of enabling you to see for yourself all the features of design and construction on which the Jefferson depends for making joints that are tight and that stay tight and for insuring a long and useful life for each union.

It helps because it puts you in a better position to judge for yourself of the real merit of the Jefferson Union.

The Things To Look For In The Free Jefferson Union Paper Weight.

The Necessary Brass.

Embedded in the iron away from contact with the contents of the pipe. Moreover, the quantity of brass is so snall that expansion and contaction from changes of temperature are reduced to a minimum, practically eliminating danger of leaks from loosening of the brass ring. This brass ring is made from drawn brass thoising, eliminating all chance of leaks from sand or blow holes common in cast brass.

The Ball Shaped Joint.
Thoroughly ground and which makes the best and tightest joint

It possesses great advantages over the joints commonly used.

Where it is necessary to squeeze one member into the other, depending upon the elastic properties of the metal to make a tight joint. This elastic property is soon gone and the invariable result is a leaky

The Pipe Ends.

Tapped with taper pipe taps conforming to Briggs standard.

This gives pipe ends which always harmonize with the shape of the pipe to be screwed into them.

I ne Nut Threads.

Coarse enough to permit of easy adjustment and coated with Graphite, which lubricates and prevents corrosion. Then there are also the heavy malleable iron pipe ends, making it impossible for them to be stretched when connected to work. The pipe ends are octagonal in shape, making connection possible with any kind of a wrench. The Nut Threads.]efferson Union Co..

The Jefferson Union Co.

192 Main St., Lexington, Mass.

Send me the Jefferson Union Paper Weight without charge or obligation on my part. Name.....

6-7

Lexington, Mass.

The splendid success of this advertisement rests upon the clever scheme of getting not only all the arguments for the article but an actual sample into the hands of a possible buyer by getting him to ask for a free paperweight made of half a union. The illustration, arrangement and tone are all good. From Power and The Engineer.

Manganese Steel versus Carbon Steel



Buckets marked "C" indicate the ordinary Carbon Steel Buckets. The letter "M" indicates the buckets made from Manganese Steel Plates. The Carbon Steel Buckets have been in use for $7\frac{1}{2}$ months and the Manganese Steel Buckets for $2\frac{1}{2}$ months. The proportion of wear by actual measurement averages 21/2 for the Carbon Steel as against less than '40 of an inch for the Manganese Steel. These facts speak for themselves and prove conclusively that in

buckets handling trap rock, Manganese Steel has a life 10 times greater than that of Carbon Steel.

We can furnish buckets any size or thickness of plate to suit your drawings.

Manganese Steel Rail Company

MAIN OFFICE: 30 CHURCH ST., NEW YORK.
CHICAGO OFFICE: WESTERN UNION BUILDING.

A very convincing argument briefly told by illustration and text. From Mining and Scientific Press.

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		,			

TEST QUESTIONS

PART I.

Page 13.

1. Can business ever exist without advertising of some character?

Page 16.

- 1. Compare the methods of advertising necessarily used by a farmer selling seed corn with those used by a large seed house.
- 2. What three divisions is every business susceptible of?
- 3. In the present stage of our business development, which division of business requires the most brains for its successful management?
- 4. Compare the opportunities of selection presented to purchasers, at the present time, with those offered to purchasers of an earlier date.
- 5. What effect has this change had upon the development of advertising?

Page 18.

1. When selling becomes a matter of style and quality, what sort of an advertisement is necessary?

Page 19.

- 1. Why is it good business management, in the early development of any business, to allow the percentage of advertising to be entirely out of proportion to the amount of the sales?
- 2. Why should the percentage of advertising expenses to the amount of sales continually grow smaller in the case of every well-conducted business?

Page 22.

- 1. May a business house ever succeed without advertising?
- 2. If so, what are used as substitutes for advertising?
- 3. Are these substitutes really, in themselves, a form of advertising?

Page 23.

- 1. If you were appointed advertising man for a house which had never before advertised, or, at least, had never before advertised to any material extent, what factors would you take into consideration before you outlined the advertising campaign to be adopted?
- 2. Why, in outlining such plan of campaign, should you adopt mannerisms and methods in conformity with the mentality of the managers of the business?

Page 26.

1. What is the proper relation which should exist between the advertising manager and the sales manager of a company?

Page 27.

1. Why should the advertising manager sink his personality in that of the business?

Page 30.

- 1. Compare the work of selling goods with the work of manufacturing them.
- 2. Which is the more difficult, and why?

Page 31.

- 1. What attitude should a salesman take toward the prejudices of buvers?
- 2. What effect will the failure to pay attention to such prejudices have?

Page 32.

- 1. Why must an advertising man understand both the mechanical and selling end of the business which he is advertising?
- 2. What will be the result of the failure of an advertising man to understand the mechanical end of the business?
- 3. What will be the result of the failure of an advertising man to understand the selling end of the business?

Page 34.

1. What effect will the knowledge that few people really study advertisements have upon the character of the advertisements which you write?

Page 36.

- 1. In what ways will an incompetent advertising manager waste money for his concern?
- 2. Which is greater, the direct or indirect loss, resulting to a firm, from the employment of an incompetent advertising manager?
- 3. Explain the indirect losses.
- 4. Discuss the importance of an advertising man's ability to use proper English.

Page 37.

- 1. If you were preparing to write an advertisement for a certain article, what is the first thing you would do?
- 2. Discuss the relative value of long words and short words in advertisements.

Page 40.

1. To what extent should technical descriptions be used in advertising?

Page 41.

- 1. What substitutes for technical description may be employed in the advertisement of a machine?
- 2. What points may be passed over with the assumption that the reader will be familiar with them?

Page 44.

1. What features of a machine should be given particular prominence in an advertisement?

Page 45.

- 1. What is the proper place for pictures in the advertisement of machinery?
- 2. What will be the effect of an incorrect or dishonest picture in an advertisement?
- 3. Discuss the common use of pretty girls' pictures in connection with an advertisement.

Page 48.

- 1. When may female pictures be properly used in an advertisement?
- 2. Why will the eye read a combination of caps and lower case more easily than all caps?
- 3. What are the advantages in the use of short paragraphs?
- 4. Why is it a mistake to use too many headings in an advertisement?

Page 50.

1. What latitude should be allowed the printer in the mechanical arrangements of an advertisement? Why?

Page 52.

- 1. Into what two great classes, as to the class of persons to be reached, are advertisements divided?
- 2. What is the first point which will be considered by the person who is buying goods which he expects to use himself?

Page 53.

- 1. What division is the more important?
- 2. Discuss the advertisements which attempt to sell articles solely on the basis of their low price.

Page 56.

- 1. In advertising an article, would you attempt to sell it by the use of a single argument or by the use of a number of arguments contained in the same advertisement?
- 2. Give the advantages and disadvantages in each case.

Page 58.

- 1. What is meant by the viewpoint of the purchaser?
- 2. What will be the effect of failure to appreciate this?
- 3. What are some of the influences which may prevent the advertising writer from being able to correctly ascertain such viewpoint?

Page 60.

- 1. Why should an advertising man always maintain "open-mindedness"?
- 2. What do you mean by "open-mindedness" in this respect and how should it be manifested?
- 3. Why should an advertiser carefully study mankind?
- 4. What, if any, particular aspects of human nature are particularly important for study by the advertiser?

Page 62.

- 1. Which is generally the most profitable—to try to sell what you want to sell, or to find out what people want to buy?
- 2. Does it ever pay to conduct an educational campaign in order to create, in the minds of people, a desire which your article, or service, will gratify?
- 3. What attitude should an advertising man take with relation to "kicks" from customers?

Page 64.

- 1. Discuss the value of letters from satisfied purchasers?
- 2. How would you proceed to obtain such letters?

Page 66.

- 1. Is there any danger of making an advertisement so striking that the attention of the reader is so focused upon the advertisement itself that the article advertised is lost sight of?
- 2. How can such a result be avoided?
- 3. May an advertisement be too skillfully constructed?

Page 68.

- 1. What is meant by "position"?
- 2. Can you tell too much in an advertisement? Why?

Page 70.

1. Why is a follow-up system necessary in advertising?

Page 72.

1. Outline a follow-up system for the sale of some particular article.

(Arrange such follow-up system to follow some advertisement appearing in this book.)

Page 73.

- 1. How far is it profitable to carry a follow-up system?
- 2. Will the orders received as a direct result of advertising pay the expenses of advertising?
- 3. If not, then how is it that advertising is profitable?

Page 76.

1. Describe how the success of an advertising campaign depends, in a large measure, upon the method in which orders are filled.

Page 78.

- 1. What is the value of a mailing list?
- 2. How may a mailing list be built up?
- 3. How should a mailing list be used?

Page 80.

1. Criticise the following reasoning:

"Advertising can do no good unless the thing advertised is unusual—out of the ordinary. When the thing is a common, every-day article, the public knows already what it wants, and sooner or later

advertising of staple goods must be omitted, because it is a needless expense, which the consumer must pay."

Page 82.

- 1. Does the average person generally read advertisements intentionally or incidentally?
- 2. Would your answer to the last question influence you in your judgment as to the kind of an advertisement to write?

Page 84.

1. Describe different kinds of advertising agencies.

Page 86.

- -1. What is the difference between having an advertising agency work for you and work with you?
- 2. How much discretion should the advertiser allow to the advertising agency?

Page 88.

1. Why is the difference between the rates of different advertising agencies too trifling to consider?

Page 89.

1. Which is the most important result of advertising—the immediate sale resulting therefrom, or the establishment of a reputation for the business?

2. What is generally the character of business which looks only to the immediate results of its advertisement?

Page 90.

1. Is logical reasoning shown by the following expression of opinion: "That cocoa must be good. I see it advertised so much"?

Page 91.

1. Does experience in advertising aid a person in other forms of business activity?

Page 94.

1. Discuss the openings offered by advertising as a profession.

Page 95.

1. What is the main problem of every advertising campaign?

Page 96.

- 1. What is the foundation of all good advertising?
- 2. Why will the advertising man, who is most in sympathy with the problems of his fellow man, produce the best advertising?

Page 97.

1. In salesmanship, what are the four steps necessary to consummate a sale?

Page 98.

1. Why should no statement made in an advertisement be susceptible of two meanings?

Page 99.

- 1. What is the effect of introducing a negative element in an advertisement?
- 2. Compare the problems presented to the advertising manager of a house, which attempts to sell its goods on quality and reputation, with that of the advertising manager of a firm which relies on low prices.

Page 101.

- 1. Can advertising men create selling conditions?
- 2. Why is it a mistake in an advertisement to make direct mention of the plans or purposes of the management of the concern advertising?

Page 102.

- 1. Should advertising be considered as an investment or as an expense?
- 2. Is there any limitation to the application of this rule?
- 3. What two functions does advertising fulfill?

Page 103.

1. Write out a detailed explanation of three "SHORT ADVERTISING SHOTS" found on this page.

Page 104.

1. Write out a detailed explanation of three "SHORT ADVERTISING SHOTS" found on this page.

Page 105.

1. Write out a detailed explanation of three "SHORT ADVERTISING SHOTS" found on this page.

Page 106.

1. Write out a detailed explanation of three "SHORT ADVERTISING SHOTS" found on this page.

PART II.

Page 107.

1. Who pays for advertising?

Page 108.

- 1. Is there any uniform method of determining what the price of an article should be?
- 2. Is there any more economical method of selling and distributing goods than by means of advertisement?

Page 110.

1. When may advertising be done through personal salesmen?

2. What is the most valuable part of advertising to the buyer?

Page 111.

1. What are the problems which must be solved by the manufacturer who is strong enough to advertise profitably?

Page 112.

1. Is it a wise policy for an advertiser in his advertisement to guarantee an article which he does not make?

Page 113.

1. Why is criticism either an asset or a liability, but never both?

Page 114.

1. Discuss the advertising value of sentiment.

Page 115.

1. Why is one of the two following advertisements much preferable to the other:

"This set of silverware has a charm all its own. The shapes are graceful, the carving chaste, and their use is a pleasing addition to the well-ordered dining service. They produce an atmosphere of true refinement."

"These forks and spoons are triple plate on solid steel. You can't bend them, and they will wear for fifteen years. They are cheap and very serviceaable."

Page 118.

- 1. What are the disadvantages in the work of the following classes of advertising men:
 - A.—The super-heated writer?
 - B.—The ultra-educated writer?
 - C.—The funny writer?

Page 120.

1. Discuss the relative value of theories and common sense in the writing of advertisements.

Page 121.

1. What is meant by the spirit of advertising?

Page 122.

1. Why does "Being Honest" count in advertising?

Page 124.

1. Why, when you desire people to accept your conclusions, is the first requirement to know your audience?

Page 125.

1. Compare the work of an advertising writer with that of a preacher or lawyer.

Page 128.

1. Why are few imitators successful in advertising, or anything else?

Page 129.

1. What are the best methods by which you may broaden your ideas?

PART III.

Page 131.

1. What should be the aims and policy of a newspaper?

Page 132.

- 1. What is the duty of a newspaper as to furnishing reliable news?
- 2. Is it good policy, as well as a duty, to do this?

Pages 134 to 136.

1. Discuss the newspaper as a National power.

Page 138.

1. What is the extent of the influence of the newspapers in the United States?

Page 140.

1. Discuss the influence of the newspapers in the home.

Page 142.

1. Explain how the advertising prestige of a successful newspaper reflects its standing in the community.

Pages 144-145.

1. Discuss the importance of the newspaper to the retail advertiser.

Page 148.

1. What is meant by the advice to "be natural" in preparing newspaper advertising copy?

Page 150.

- 1. Why are illustrations of value in newspaper advertising?
- 2. Prepare an advertisement to which a cut would be a proper addition, and another advertisement in which a cut would be entirely out of place.

Page 152.

1. Discuss the proper connection which should exist between "copy" and "illustration."

Page 154.

- 1. What do you mean by the term "catch phrases"?
- 2. When may "catch phrases" be properly used in an advertisement?

Page 155.

1. Discuss the value of a general newspaper to the manufacturer or "general advertiser."

Page 158.

1. To what extent, if any, is a newspaper advertisement a substitute for a salesman?

Page 160.

1. What considerations would influence you in deciding in what newspapers to advertise?

Pages 162 to 164.

1. Discuss the relative importance of the quantity and quality of the circulation of a newspaper.

PART IV.

Page 177.

1. Compare the field covered by magazines and newspapers.

Page 178.

1. Describe how the magazine creates a demand for a commodity through National Advertising, while the newspaper localizes this demand by bringing the consumer to the door of the local dealer.

Page 179.

1. Discuss the development of the American magazines during the past three-quarters of a century.

Page 182.

1. Name some of the articles which have been made standard through extensive magazine advertising.

Page 184.

1. Why is a magazine not a good medium for local advertising?

Page 186.

1. Explain the advantage of magazine advertisements on account of their long life.

Page 188.

1. Compare the relative life of a magazine and a newspaper.

Page 189.

1. What class of people can be reached through magazine advertisement?

Page 190.

1. Explain how advertising in the magazines by the national advertiser avoids trouble and conflict with local merchants.

Page 194.

1. Compare the cost of covering the country by magazines and by newspapers.

Page 197.

- 1. Does the reputation of the contribution to a magazine aid the advertiser in such magazines?
- 2. If so—how and why?

PART V.

Page 225.

- 1. How are trade journals classified?
- 2. What influence is exerted by trade papers which reach retail merchants?

Page 228.

1. What influence is exerted by trade or class journals devoted to technical and scientific subjects?

Page 229.

- 1. What is meant by the statement that the list of subscribers to a trade journal is a "Strictly Pure" list?
- 2. What effect will this have upon the value of such journal as an advertising medium?

Page 232.

1. Discuss the influence which the retail merchant will have upon the question of the success or failure of a nationally advertised article.

Page 233.

- 1. What percent of the purchasers of this country are estimated to buy from the local retail merchants?
- 2. Discuss the lesson taught by the axiom—"If the dealer does not have it, the consumer cannot get it."

Page 238.

1. Do purchasers generally rely upon what they have seen in advertisement, or what they are told by the retail dealer, in making their purchases?

Page 240.

1. Is the policy of "forcing the dealer" generally a wise one?

Pages 241 to 243.

1. Discuss the best method which a manufacturer can adopt to secure the co-operation of retail merchants.

Page 248.

- 1. Why do merchants read trade papers?
- 2. What lesson does this teach to advertisers?

Page 249.

1. What is the real test in advertising?

Pages 252 to 256.

1. What different benefits are secured by advertising in trade journals?

Pages 257 to 261.

1. Discuss the recent development of trade journals.

Page 264.

1. How are the families in the United States divided as to the size of their income?

Page 265.

- 1. If you were intrusted with the money to spend in an advertising campaign for an automobile factory, how would you employ such money?
- 2. Do you or do you not believe that the system suggested on page 263 is a wise one?

Pages 270-269.

1. Discuss the present and future status of the trade journal.

PART VI.

Page 281.

1. Upon what foundation are technical papers based?

Page 282.

- 1. Upon what does the advertising value of a paper largely depend?
- 2. Compare the editorial ability shown in technical papers with that shown in other species of papers or journals.

Page 284.

- 1. With what may the clientele of a modern technical paper be compared?
- 2. Why should the advertising in a technical paper be authoritative?

Page 286.

1. Discuss the circulation of technical papers, both as to quantity and quality.

Page 288.

1. Why does advertising in a technical paper reach the reader at the pyschological moment?

Page 290.

- 1. Is the reader of a technical paper an ultimate consumer?
- 2. What influence does this have upon the advertising value of a technical paper?

Page 291.

1. Compare the cost of advertising in technical papers with its efficiency.

Page 294.

1. Compare the advertising rates in technical papers with those in popular papers.

Page 296.

1. Discuss the purchasing power of readers of technical papers.

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